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October 1987/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

The Inside Track on VSDA '87

HBO, Vestron clash, PPV stats raise fears

Microwave Milestone

Countertops mark 20th anniversary

MANAGE BETTER

Retailers and Pros share tips on image and profit

WAYNE PUNTEL, *owner Audiocraft*

How to Expand and Thrive

■■■■■■■■■■■

Hiring Staff for Solid Sales

■■■■■■■■■■■

Home Office Sales Strategies

Dealerscope Merchandising
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Opportunity Knocks

RARELY has a fourth quarter presented the progressive-thinking retailer with more opportunity. However, there have been few times when there were greater pitfalls for the dealer who holds with a business-as-usual attitude.

Like it or not, change is the order of the day.

Consumer electronics dealers face a proliferation of product mix. New formats in video — including Super-VHS and ED-Beta — have arrived. CD-Video is coming. In audio, DAT should stimulate the home, portable and autosound markets — if the hardgoods industry prevails over the RIAA in the U.S Congress.

In the major appliances, electronic-controlled products present an exciting sales opportunity. And, with this development comes an opportunity to upgrade displays. . . something our editors will be reporting more about in the months ahead.

Among our readers, we see a mixed reaction to the many changes. Some are ready and welcome progress. Floor displays have been updated to present the new video formats with big-screen projection systems, maximizing visual impact.

Some major appliance retailers are presenting the new technologies in home-like-setting/ model-room displays. Rows of new refrigerators, ranges, dishwashers and washers and dryers remain the popular approach to major-appliance product displays. However, more stores are allocating space for built-ins. Some retailers are even offering kitchen-planning/interior-design services to boost their built-in sales.

Upgraded displays are "in," regardless of the category. Fixtures and lighting now are recognized as critical elements by progressive merchandisers who see new possibilities in selling on sizzle, not just price.

To the moaners and groaners who resist new merchandising ideas and technology, we can offer little comfort but some good advice.

Get off the sales floor and shop your market! See what your competition is doing! Reevaluate your advertising and promotion, your displays and the expertise of your salesforce!

Times have changed. You can't count on yesterday's strategies any longer.

Neil Spann

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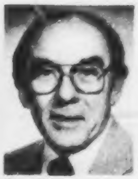
PEOPLE ON THE MOVE

Koss

Archer

Yokoi


Locke

Koss Corp. promotes **Michael J. Koss**, son of founder **John Koss** to president and COO.

N.A.P. Consumer Electronics Corp. names **Thomas P. Costello**, VP, sales for Philips and **Ronald E. Archer** VP, sales for Philco.

TDK reorganizes U.S. sales management staff, names **Koyo Yokoi** VP, consumer sales; **Kei Ito** VP, industrial sales.

Zenith Data Systems (ZDS) has named **Andrew Czernek** VP, product marketing and **Ron McClanahan** VP, customer services.

Josh Yoshioka, senior VP, sales and marketing for JVC Company of America, will return to Japan to assume the post of general manager of overseas business activities for the magnetic products division of the Victor Company of Japan. Assuming Yoshiokas's duties is **Yoshiyuki Maeyama**, former Victor overseas director.

New members of the VSDA board of directors: **David A. Ballstadt** (Adventures in Video, Inc., Fridley, MN); **Lou Berg** (Audio/Video Plus, Houston, TX); **Allan Caplan** (Applause Video Corp., Omaha, NE); and **Carol Pough** (Video Cassettes Unlimited, Inc., Santa Ana, CA).

Cobra announces that **Jack Gelman** and **Gary Sedan** will head the new business development group to diversify Cobra's products into new areas of consumer electronics, including the home entertainment market. Next year, Cobra plans to introduce home-audio component and rack-system product lines.

David Locke, president of Bear Marketing, West Richfield, OH, has been elected president of the Electronic Industry Show Corporation. Locke will head the planning process for EDS '88, the annual conference and exposition for electronic distributions.

Jack Morgan, former rep, joins Sansui as sales and marketing VP, car audio products.

Adam Platnik promoted to business affairs VP, Vestron.

Michael O. Johnson promoted to VP international sales and distribution for Buena Vista Home Video, to oversee sales and distribution of Walt Disney and Touchstone Home Video cassettes.

STAT WATCH

TOTAL U.S. MARKET STATISTICS

Sales to Retailers
July 1987 vs. July 1986
(In Units)

	July 1987	July 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,243,311	1,248,453	– 0.4	10,012,155	9,361,894	+ 6.9
Monochrome	245,792	285,694	–14.0	1,661,415	2,030,650	–18.2
TOTAL TV*	**1,489,103**	**1,534,147**	**– 2.9**	**11,673,570**	**11,392,544**	**+ 2.5**
Projection TV	16,822	18,948	–11.2	131,852	143,768	– 8.3
Color TV with Integral MTS** (Built-in stereo)	257,267	216,836	+18.6	1,864,002	1,461,850	+27.5
Home VCR	916,228	832,708	+10.0	6,606,935	6,549,270	+ 0.9
Camcorders***	116,394	95,656	+21.7	699,623	486,585	+43.8

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Color Television
***Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Richard L. Vonderhaar appointed national accounts manager for ITT Commercial Finance.

Gerald Sank joins Welbilt as corporate vice president.

Whirlpool Leasing Services appoints **David E. Ellies** to director, lease marketing.

Maytag Financial Services names **Edward D. Shuey**, credit/collection manager, **Robert K. Baylor**, senior account representative, and **D.Elise Allison**, account representative.

David E. Dolak appointed president and general manager, and **Edward J. Herrelko**, appointed executive VP, for Caloric Corp., a Raytheon company.

Thomas J. Haenisch named product manager, refrigeration, and **Charles W. Courtney** named manager, special markets, at Admiral Home Appliances. **Don Weeks** replaces Courtney as Chicago sales manager.

Dolak

Herrelko

Tatung announces the appointment of **Nancy Haugen**, West Coast regional sales manager for housewares division.

Whirlpool names **Charles E. Proctor**, VP, sales and distribution, and **Art Maxon**, director, sales division.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) July, 1987

	July 1987	July 1986	Percent Change	Calendar Year to Date 1987	Calendar Year to Date 1986	Percent Change
ALL MAJOR APPLIANCES*	**4,012.4**	**3,986.3**	**+ 0.7**	**28,279.5**	**26,016.9**	**+ 8.7**
COOKING — TOTAL	**1,182.8**	**1,158.5**	**+ 2.1**	**8,451.6**	**8,346.8**	**+ 1.3**
Electric Ranges — Total	286.0	282.9	+ 1.1	1,920.5	1,867.1	+ 2.9
Free Standing	233.0	231.4	+ 0.7	1,546.2	1,530.5	+ 1.0
Built-In	52.9	51.5	+ 2.7	374.3	336.6	+11.2
Microwave Ovens/Ranges**	913.0	891.7	+ 2.4	6,630.4	6,586.3	+ 0.7
HOME LAUNDRY — TOTAL	**846.9**	**879.3**	**− 3.7**	**6,103.8**	**5,530.9**	**+10.4**
Automatic Washers	484.0	521.1	− 7.1	3,462.7	3,216.0	+ 7.7
Dryers — Total	362.9	358.2	+ 1.3	2,641.1	2,314.9	+14.1
Electric	281.1	280.9	+ 0.1	2,057.3	1,815.8	+13.3
Gas	81.8	77.3	+ 5.8	583.8	499.1	+17.0
KITCHEN CLEAN UP — TOTAL	**681.1**	**633.1**	**+ 7.6**	**5,041.6**	**4,677.2**	**+ 7.8**
Disposers	342.9	296.3	+15.7	2,580.7	2,394.9	+ 7.8
Dishwashers — Total	321.6	323.1	− 0.5	2,332.4	2,179.1	+ 7.0
Built-In	305.8	304.6	+ 0.4	2,193.6	2,046.6	+ 7.2
Portable	15.7	18.4	−14.7	138.8	132.4	+ 4.8
Compactors	16.6	13.7	+21.2	128.5	103.2	+24.5
FOOD PRESERVATION — TOTAL	**869.1**	**888.2**	**− 2.2**	**4,879.9**	**4,565.4**	**+ 6.9**
Refrigerators	731.8	729.6	+ 0.3	4,132.3	3,814.7	+ 8.3
Freezers — Total	137.2	158.6	−13.5	747.6	750.7	− 0.4
Chest	73.7	84.8	−13.1	415.6	406.2	+ 2.3
Upright	63.6	73.8	−13.8	332.0	344.5	− 3.6
HOME COMFORT — TOTAL	**432.5**	**427.2**	**+ 1.2**	**3,802.6**	**2,896.6**	**+31.3**
Room Air Conditioners	350.5	361.4	− 3.0	3,180.3	2,428.6	+31.0
Dehumidifiers	82.0	65.8	+24.6	622.4	467.9	+33.0
GAS RANGES***	**141.3**	**129.6**	**+ 9.0**	**1,163.4**	**1,074.1**	**+ 8.3**

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

***Source: GAMA. Not included in cooking total or total shipments.

****Source: AHAM (Assn. Home Appliance Manufacturers)

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All-in-one Profits
A/V Systems' Sales Potential

• • • • • • • • • • • • • • • •

Hidden Profits
Discover treasure in video sell-thru

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On the horizon, suppliers predict

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Rev Up Sales
Autosound promos

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Fax Facts

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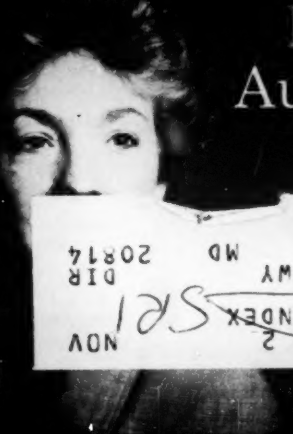

Survival Tactics
From Elly Valas, NARDA Prexy

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BPA

How To Cash In On Cellular Boom

THERE'S a cellular telephone boom in the offing. You don't have to be a genius to know that dealers who stock these phones are going to sell a bunch of them, once this boom gets going.

It's not even a matter of creating a market for cellular phones. Americans want them. However, experts say the price of cellular equipment and the service must come down.

Equipment prices are coming down. . .fast. It took two years for the average cost of a car phone to drop from more than $2,000 to $1,400. Then we began to see prices at around $900. Just the other day, we saw an ad in a Miami newspaper for a GE car phone at $299.

Telecommunications industry executives say monthly cellular phone carrier rates will approach home rates within the decade. Chances are it won't take that long. Non-wireline companies are giving the Bell companies such a run for their cellular money that some are already offering discounts and free features such as call-waiting.

Smart dealers are preparing for the cellular boom. As they say. . .if you don't play, you can't win.

Home Office Sales: Here They Come!

THE EIA predicts that some $3 billion worth of personal computers will be sold in 1988. Units shipped will increase 15 percent to 4.7 million, the association says.

This, coupled with a forecast that factory sales of home software operating (programs on disks for computers priced under $3,000) will hit $2 billion, makes us wonder why so many consumer-electronics dealers are missing the boat.

Less than half of the consumer-electronics retailers in the U.S. currently stock home office equipment and supplies (including PCs).

As the U.S. workforce becomes computer-literate, more consumers know what they want to buy before they visit a store. As the "computer mystique" diminishes, the computer sales opportunity for the general consumer-electronics retailer increases.

There's no question that more and more consumers are going to buy computers. The only question is: Where will they buy them?

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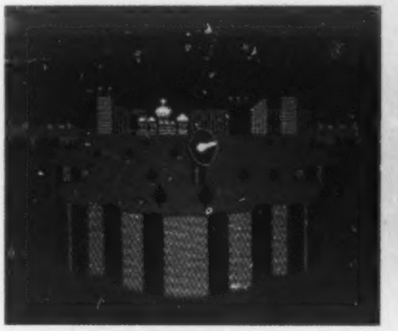
Dealerscope Merchandising



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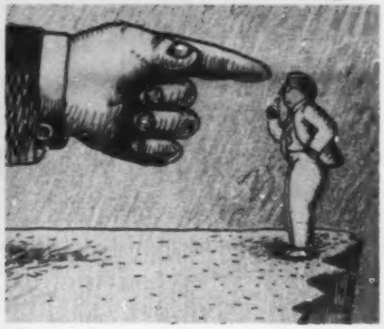

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Stott

Utsonomiya

McClelland

Amanuma

Pioneer executive VP **Takashi (Ken) Kai** relocates to Pioneer headquarters in Tokyo; **Masaru Saotome** replaces Kai as executive VP, home electronics div.

Sharp names **John Widlicka** marketing director, **Stanley Wasser** general manager, of Personal Home Office Electronics Division.

Whistler Corp. names **Charles Stott** Pres./CEO.

Aiwa America appoints **Shigeru Inagaki** chairman. **Tony Utsonomiya** succeeds Inagaki as pres.

Northwestern Bell Phones names **Logan Davis** VP, sales and marketing.

Marketing VP **Tony Mirabelli** leaves NEC Home Electronics. NEC's Mobile Radio div. appoints **Bruce McClelland** director of marketing/sales, and **Cyndi Fischer** national marketing manager.

Ricoh appoints **Howard L. Gruder** director of marketing and sales, video products.

Sony promotes **Akihiko Amanuma** to VP, design.

Robert Wrona joins Kraco Enterprises as director, marketing.

Changes at CBS/Fox—**Michael Dunn** named marketing manager; **Lori Feldman**, assoc. director, advertising; **Allyson Johnson**, assoc. director, video; **Ken Horowitz**, director, acquisition planning.

Orion names sales force: **Gary Costello**, south; **Kari Difani**, west coast; **Herbert N. Dorfman**, east coast; and **Michele Wiberg**, midwest. Also, **Matthew Peacock** appointed product manager.

Changes at MCA: **Sondra Berchin** appointed executive VP, MCA Home Entertainment; **Louis Feola**, senior VP, marketing, MCA Home Video.

Magnum Entertainment appoints **Danny Kopels** executive VP/COO.

J2 Communications names **Michael Weiss** director, marketing.

William Foley named VP of Vi Tel.

N.A.P. Consumer Electronics Corp. appoints **John F. Williams** national audio sales manager for Magnavox.

Laura Brown Barnes joins International Jensen as product manager.

David Escamilla becomes district sales manager, southern California, at Tatung.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
August 1987 vs. August 1986
(In Units)

	August 1987	August 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,587,690	1,391,391	+14.1	11,599,845	10,753,285	+ 7.9
Monochrome	270,623	292,934	− 7.6	1,932,038	2,323,584	−16.9
TOTAL TV*	**1,858,313**	**1,684,325**	**+10.3**	**13,531,883**	**13,076,869**	**+ 3.5**
Projection TV	27,555	24,384	+13.0	159,407	168,152	− 5.2
Color TV with Integral MTS** (Built-in stereo)	341,088	243,611	+40.0	2,205,120	1,705,461	+29.3
Home VCR	1,019,411	880,797	+15.7	7,626,346	7,430,067	+ 2.6
Camcorders***	96,442	87,182	+10.6	796,065	573,767	+38.7

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Color Television
***Included in Home VCR
****Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

J. Peter Hughes named president, Magic Chef International. Also, **S.B. "Skeet" Rymer, Jr.** announces his retirement as chairman and CEO. He continues as a member of Maytag's board of directors and as chairman of the Magic Chef Foundation.

Whirlpool names **Janice D. Stoney** to board of directors and **Kendall J. Kessler**, director, customer assurance. **Stephen Breunling** replaces Cloud as director, distribution operations in physical distribution. **Thomas R. Young** promoted to VP, information and marketing services for Whirlpool Acceptance Corp.

Maycor Parts & Service names regional service managers: **Jake Baker**, southeast; **Jack Brookhouse**, Dallas; **Doug Evink**, Minneapolis; **Thomas K. Greenlund**, west; and **Mike Twaddle**, northeast.

Breunling

Stoney

Amana appoints **Jeffrey Vaughan** product manager.

Emerson Electric names **D.L. Seals** to VP, components.

Modern Maid appoints **Sid Stahl** district sales manager for Los Angeles County, Ventura and Santa Barbara.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) August, 1987

	August	August	Percent	Calendar Year to Date		Percent
	1987	1986	Change	1987	1986	Change
ALL MAJOR APPLIANCES*	**3,934.0**	**3,734.4**	**+ 5.3**	**32,223.4**	**29,751.2**	**+ 8.3**
COOKING — TOTAL	**1,249.4**	**1,302.8**	**– 4.1**	**9,701.0**	**9,649.7**	**+ 0.5**
Electric Ranges — Total	289.7	271.0	+ 6.9	2,210.2	2,138.0	+ 3.4
Free Standing	232.5	224.4	+ 3.6	1,778.6	1,754.9	+ 1.4
Built-In	57.2	46.5	+23.0	431.5	383.1	+12.6
Microwave Ovens/Ranges**	977.5	1,045.5	– 6.5	7,607.9	7,631.8	– 0.3
HOME LAUNDRY — TOTAL	**901.1**	**856.1**	**+ 5.3**	**7,004.8**	**6,387.0**	**+ 9.7**
Automatic Washers	519.7	500.1	+ 3.9	3,982.3	3,716.1	+ 7.2
Dryers — Total	381.4	356.0	+ 7.1	3,022.5	2,670.9	+13.2
Electric	294.4	276.8	+ 6.4	2,351.7	2,092.6	+12.4
Gas	87.0	79.2	+ 9.8	670.8	578.3	+16.0
KITCHEN CLEAN UP — TOTAL	**708.8**	**721.0**	**– 1.7**	**5,751.1**	**5,398.2**	**+ 6.5**
Disposers	357.3	363.9	– 1.8	2,938.6	2,758.8	+ 6.5
Dishwashers — Total	335.4	339.2	– 1.1	2,667.8	2,518.3	+ 5.9
Built-In	314.2	315.9	– 0.5	2,507.8	2,362.6	+ 6.1
Portable	21.3	23.3	– 8.6	160.1	155.7	+ 2.8
Compactors	16.1	17.9	–10.1	144.6	121.1	+19.4
FOOD PRESERVATION — TOTAL	**838.1**	**727.1**	**+15.3**	**5,718.0**	**5,292.5**	**+ 8.0**
Refrigerators	700.5	605.0	+15.8	4,832.8	4,419.7	+ 9.3
Freezers — Total	137.6	122.0	+12.8	885.2	872.8	+ 1.4
Chest	73.1	63.2	+15.7	488.7	469.4	+ 4.1
Upright	64.5	58.9	+ 9.5	396.5	403.4	– 1.7
HOME COMFORT — TOTAL	**236.7**	**127.4**	**+85.8**	**4,048.5**	**3,023.9**	**+33.9**
Room Air Conditioners	195.8	88.8	+120.5	3,385.0	2,517.4	+34.5
Dehumidifiers	40.9	38.6	+ 6.0	663.6	506.5	+31.0
GAS RANGES***	**152.8**	**155.8**	**– 1.9**	**1,329.3**	**1,208.7**	**+10.0**

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

***Source: GAMA. Not included in cooking total or total shipments.

****Source: AHAM (Assn. Home Appliance Manufacturers).

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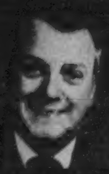
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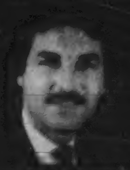
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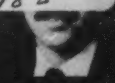
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The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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Secrets Of The Power Retailers

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How to WIN in '88!
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PERISCOPE

Year of the Bottom Line

GAZING into the consumer electronics/major appliances crystal ball is a risky business, but amidst the haze, some things seem clear.

From our vantage, 1988 is shaping up to be another year of adjusting to external, economic forces. This year, as last, currency downshifts will influence manufacturing and buying decisions. The only difference is after two years of a weak dollar, alternate production sources in Korea, Taiwan and Singapore may have been exhausted.

Which makes us wonder where manufacturers can turn to absorb increased production costs. Only two solutions are reasonable. The first is local (U.S.) manufacturing. If the yen appreciates another 10-15 percent from its current level (135 to the dollar as of this writing) we might all consider a mid-career move into commercial real estate because off-shore suppliers will trip over one another in the rush to construct new U.S factories.

The real answer, however, is to pass along increased production costs to the consumer in the form of higher retail prices. While this has been discussed often before, the front-page news in 1988 will be that price increases stick, as retailers with overhead 20-25 percent above product cost finally realize they can't get by on 15 percent margins.

Stung by shrinking margins, consumer electronics retailers take a new, longer look at major appliances in 1988.

Superstore outlets, with enough floor space to handle additional product categories, not only jump into the appliance business but add home office and telecommunications products,too.

Turning to product development, we see few dazzlers in the 1988 portfolio. Update rather than redesign is the engineering theme this year, again, a result of iffy currency rates and rising costs.

That doesn't mean we'll see limp-wristed product performance. Super VHS video, voice chip phone answerers and digital audio (on disc and, it is hoped, cassette) provide assurance that manufacturers have not decided to turn back the calendar.

Nevertheless, new technology will not take center stage this year. Instead, at all levels of the industry, 1988 will be the year of the bottom line, with refreshing new emphasis on profits, return on investment and asset management.

It's long overdue.

Murray Slov

January 1988
Volume 30, No. 1

Dealerscope Merchandising

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PEOPLE ON THE MOVE

Uniden Corporation of America, satellite technology group, promotes **Susumu Ohashi** to VP, sales and marketing.

Changes in Yamaha's U.S. electronics management team: **Michio Kondo** named chairman of the board and CEO; **Donald Palmquist** president and COO; **Katsuyama Nakahama** executive VP, marketing; **Luther Hudson** senior VP and secretary/treasurer; and **Steve Girod** VP, marketing.

Bush Industries promotes **Lloyd Maxson** to VP, marketing.

Max Toy becomes president and CEO, Commodore Business Machines,Inc., U.S. sudsidiary of Commodore International Limited.

Analog and Digital Systems, Inc. (a/d/s) appoints **Peter T. Sabin** assistant VP, home products division.

Kondo

Palmquist

Girod

Windle

GTE promotes **James Locker** to VP, sales and marketing, and **Theresa Conetta** to marketing director.

Cobra Consumer Electronics Group of Dynascan Corp. names **William J. Cole** to VP, engineering.

MCA Home Entertainment appoints **Suzie Peterson** VP, production/development.

Masatoshi Kawasaki promoted to president Mitsubishi Electronics America, and **Takeshi Sakurai** appointed pres. Mitsubishi Electric America. Also, **Kenji Kitamura** named pres. Mitsubishi Electric Sales America, chairman Mitsubishi Electric America and pres. Diamondvision.

U-Line Corp. appoints Chip Uihlein VP.

Allan Schlosser, joins Wolf Trap Foundation as senior VP, public affairs.

New officers elected to Electronic Industries Assn.: **John F. Mitchell,** pres.and CEO, Motorola Inc., is now chairman and **William G. Little,** pres., Quam-Nichols Comp., Inc., now vice chairman. **Jack Wayman,** ex-senior VP, leaves after 25 years with EIA and 40 years in the consumer electronics industry.

CBS/FOX Video promotes **Chris Windle** to VP, international marketing, and **Francesca Barra** to VP, international program acquisitions.

Canon U.S.A. names **Evertt "Sparky" Wren** VP and general manager, video products division.

Changes after Sanyo-Fisher merger: **Howard Ladd,** Sanyo Fisher chairman and Fisher pres., retires; **Hiro Arimoto** retains duties of pres. and CEO, Sanyo Fisher (USA); **Bill Byron,** pres., Sanyo consumer electronics division, becomes vice chairman, Sanyo Fisher (USA); **David Karron,** senior VP, Fisher, heads the Fisher sales group; and **Gary Hodge,** senior VP, Sanyo, heads the Sanyo sales group.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
October 1987 vs. October 1986
(In Units)

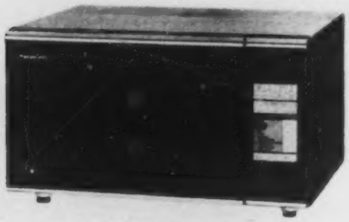
	October 1987	October 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,908,263	1,784,752	+ 6.9	15,677,452	14,516,937	+ 8.0
Monochrome	456,944	345,715	+32.2	2,890,848	3,132,956	− 7.7
TOTAL TV*	**2,365,207**	**2,130,467**	**+11.0**	**18,568,300**	**17,649,893**	**+ 5.2**
Projection TV	41,031	34,437	+19.1	235,163	242,507	− 3.0
Home VCR	1,516,339	1,387,602	+ 9.3	10,666,213	10,247,794	+ 4.1
Camcorders**	181,858	143,926	+26.4	1,169,486	840,761	+39.1

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Home VCR
****Source: Electronics Industries Association Consumer Electronics Group.

Panasonic Microwave

Panasonic presents the NN-5507A compact microwave with variable power level settings (200-600 watts). The 0.7 cu.-ft. interior features a Cook-A-Round turntable, multi-function digital clock readout and stand/timer. It also features Auto Reheat, Auto Weight Cook and Froz-Cook, and a third memory level. It retails for $219.95.

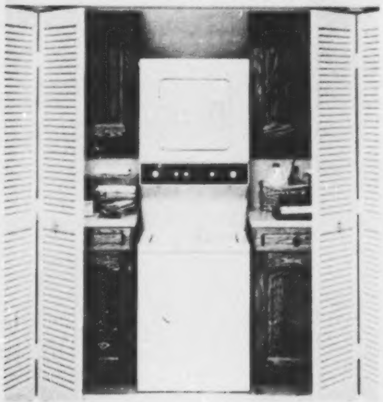


Panasonic NN-5507A microwave

Check 181 on Free Information Card

KitchenAid Laundry Center

KitchenAid presents the KELC500 laundry center which is only 24" wide. The dryer features a 3.4 cu.-ft. drum and has four drying cycles (regular/heavy, permanent press, time-dry and air-tumble) and a custom dry control. The washer features seven automatic cycles, four wash/rinse water-temperature combinations, easy-to-clean lint filter, two wash and two spins speeds, sure scrub agitator, and a wide-opening top. Retail price is available upon request.



KitchenAid KELC500 laundry center

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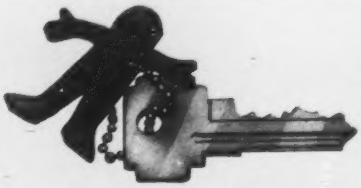


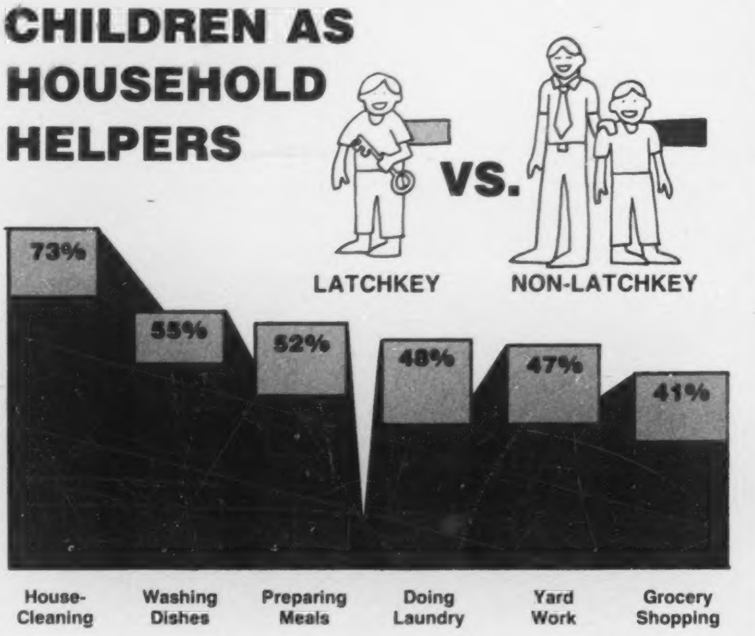
Project
HOME SAFE
CHILDREN IN SELF-CARE

Whirlpool Locks in on Latchkey Children

THE WHIRLPOOL Foundation has joined forces with the American Home Economics Association to help communities solve school-age child-care problems. "Most home appliances are very safe, but problems can arise if children misuse them," says Joy Schrage, general manager, Whirlpool Appliance Information Service. "Children are using major home appliances often, and frequently without adult supervision."

Project Home Safe teaches children how to behave safely and productively, while helping parents find alternatives to leaving children unsupervised. The program provides training materials for children and adults, a nationwide toll-free information hot line, a national resource center, and research on school-age child-care programs.

The Whirlpool Foundation was founded in 1951 by the Whirlpool Corp. Since its conception, it has made grants totaling more than $30 million to a broad range of non-profit organizations and charities. With funding from Whirlpool, the Foundation aims to deal with one of our nation's most widespread social problems: how to improve the quality of life for latchkey kids, their families and their communities.



NOTE: Latchkey children are defined as those who are often or sometimes left home alone. Non-latchkey children are defined as those from families with at least one non-working parent.
SOURCE: The Whirlpool Report on Children's Use of Appliances

PEOPLE ON THE MOVE

John Rusk joins Conair as VP, purchasing and planning.

Whirlpool Corp. promotes **Mark W. Wilson** to merchandising manager, kitchen products, and **Bradley H. Wire** to merchandising manager, freezers and room air conditioners. Also, **David R. Whitman** named chairman of the board. Whitman replaces **Jack D. Sparks** upon his retirement. **Stephen E. Upton**, senior VP, corporate communications, education and government affairs, also retires.

Rusk

Whitman

Sharp Electronics promotes **Richard Gedman** to operations manager, sales and marketing, home appliance division, and **Michael Williamson** to national sales manager, home appliance division.

Speed Queen appoints **Dan Thomas** manager, product marketing.

Charles Farrell appointed president of Thermador/Waste King.

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(Domestic Plus Export) August, 1987

	October 1987	October 1986	Percent Change	Calendar Year to Date 1987	1986	Percent Change
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COOKING — TOTAL	**1,606.1**	**1,569.2**	**+ 2.4**	**12,788.4**	**12,731.7**	**+ 0.4**
Electric Ranges — Total	307.4	321.5	– 4.4	2,806.3	2,757.3	+ 1.8
Free Standing	248.3	263.2	– 5.7	2,260.4	2,266.4	– 0.3
Built-In	59.1	58.3	+ 1.4	545.9	490.9	+ 11.2
Microwave Ovens/Ranges**	1,318.2	1,264.4	+ 4.3	10,138.2	10,127.2	+ 0.1
HOME LAUNDRY — TOTAL	**899.8**	**1,059.5**	**– 15.1**	**8,950.8**	**8,408.3**	**+ 6.5**
Automatic Washers	496.8	599.7	17.2	5,075.0	4,869.8	+ 4.2
Dryers — Total	403.0	459.7	– 12.3	3,875.9	3,538.6	+ 9.5
Electric	310.0	352.7	– 12.1	3,008.1	2,764.0	+ 8.8
Gas	93.0	107.0	– 13.1	867.7	774.6	+ 12.0
KITCHEN CLEAN UP — TOTAL	**810.9**	**812.7**	**– 0.2**	**7,337.1**	**6,995.4**	**+ 4.9**
Disposers•	436.5	404.3	– 8.0	3,787.2	3,584.2	+ 5.7
Dishwashers — Total	355.0	386.2	– 8.1	3,364.8	3,250.3	+ 3.5
Built-In	329.6	361.0	– 8.7	3,155.6	3,048.5	+ 3.5
Portable	25.3	25.2	+ 0.4	209.2	201.8	+ 3.7
Compactors•	19.5	22.1	– 11.8	185.1	160.9	+ 15.0
FOOD PRESERVATION — TOTAL	**638.6**	**704.6**	**– 9.4**	**7,085.3**	**6,705.1**	**+ 5.7**
Refrigerators	551.8	610.8	– 9.7	6,003.9	5,627.5	+ 6.7
Freezers — Total	86.7	93.8	– 7.6	1,081.3	1,077.6	+ 0.3
Chest	46.0	51.9	– 11.4	592.4	580.8	+ 2.0
Upright	40.7	41.9	– 2.9	488.9	496.8	– 1.6
HOME COMFORT — TOTAL	**91.8**	**77.0**	**+ 19.2**	**4,255.0**	**3,198.2**	**+ 33.0**
Room Air Conditioners	83.6	60.2	+ 38.9	3,561.3	2,666.8	+ 33.5
Dehumidifiers•	8.2	16.8	– 51.2	693.7	531.4	+ 30.5
GAS RANGES***	**203.1**	**182.2**	**+ 11.5**	**1,739.1**	**1,580.1**	**+ 10.1**

*Numbers do not add because of overlapping product categories.

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***Source: GAMA. Not included in cooking total or total shipments.

****Source: AHAM (Assn. Home Appliance Manufacturers).

• Current month figures are preliminary.

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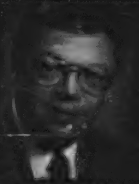
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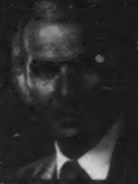
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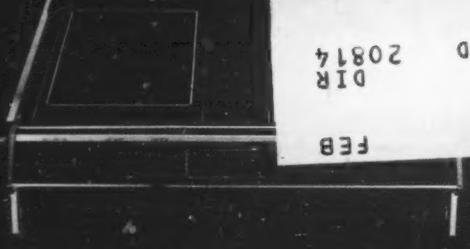
New Up/Downdraft Ranges, Low-Noise Dishwashers



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PERISCOPE

Birth of a New TV System

WE are on the threshold of improved quality television. In Europe, Japan and the United States, millions of dollars are being spent to create High Definition Television, a new broadcast/reception system for the 1990s.

HDTV sets would use a wide-aspect ratio picture, more like the shape of a movie screen. Some proposed HDTV systems would be compatible with current broadcast service. Others would require special HDTV channels that could not be received by existing television sets.

Why, after nearly 40 years of service, is the current NTSC color system seemingly on the way out? A simple answer is that it is time to take advantage of continuing advances in technology.

Were that the only reason, retailers would be well within their rights to say, in effect, "If it ain't broke, don't fix it."

But we are finding out it is broken. At least a little. As dealers know, TV screens are getting larger—31-inch and 35-inch direct-view sets now are commonplace and 45-inch and 50-inch projection TVs are growing in popularity.

As screen sizes increase, picture defects become more pronounced; scan lines become visible; and cross color, color crawl and hanging dots suddenly are visual annoyances to the average viewer. Moreover, the sale of Super VHS VCRs means your customer now has access to a videotape system capable of a more precise picture than most TV sets can deliver. It is a matter of time before the buying public demands a higher level of TV resolution.

Who benefits from HDTV? We all do. Consumers get a new television broadcast/reception system producing spectacular pictures. Retailers get TV sets better suited to showroom floor sales. Here's why: Today's 26-inch NTSC sets provide optimum images when viewed five or more picture heights (about 6 feet for a 26-inch TV) from the set. Unfortunately, few retailers can afford that much display room per set, and customers have a pesky habit of walking right up to the set to watch a demonstration. HDTV sets, as currently proposed, would be one-picture height TVs, meaning your customer could stand about one foot away from an equivalent 26-inch HDTV receiver and see a superb, annoyance-free picture.

High-performance video is the watchword of the future. TV-set manufacturers know this and, for once, are trying to anticipate consumer wishes and satisfy them, creating potentially huge product demand in the process. For all of us, watching HDTV take shape will make for an exciting two to three years.

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PEOPLE ON THE MOVE

Fujitsu Ten Corp. of America names **Phil Schwartz** national sales manager, hi-fi car-audio products. **Dan Newman** promoted to VP, sales and marketing. **Ralph Grossbart** appointed national sales manager, aftermarket car-radio products.

Schwartz

Newman

Thomas A. Gruber appointed senior VP, marketing at Blockbuster Entertainment Corp.

Sharp Electronics Corp.'s personal home office electronics division names **Paul Allan** assistant general manager.

Michael Rudich appointed marketing manager of Sony Video Software Co.

Rudich

Wildman

Richard Wildman named director of sales and marketing of the new business division at Brother International.

Lechmere Inc., Woburn names **Michael London**, **Jim Shea**, and **Rich Gentry** VPs.

Robert E. Dewar, formerly chairman of the executive and finance committees of K mart Corp., retired Jan. 31.

Dewar

Williams

Richard O. Williams, formerly central regional VP, retired Feb. 1.

Maxell Corp. of America's Consumer Audio/Video Division appoints **Bob Rath** midwest regional sales manager.

General Instrument adds **Michael Meltzer** to the VideoCipher Division as VP, sales and marketing.

Sony Video Software adds **Jeff Rabinovitz** as sales manager, music accounts. **Steve Brecker** joins as product manager.

James R. Powell named regional sales manager, New World Video.

Mitsubishi Electric Sales America Inc., Audio/Video Group appoints **Terry O'Flynn** executive VP.

O'Flynn

Suzuki

Richoh Corp. appoints **Akira Suzuki** president, system products business.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
November 1987 vs. November 1986
(In Units)

	November 1987	November 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,734,711	1,806,145	− 4.0	17,412,163	16,323,082	+ 6.7
Monochrome	374,993	396,783	− 5.5	3,265,841	3,529,739	− 7.5
TOTAL TV*	**2,109,704**	**2,202,928**	**− 4.2**	**20,678,004**	**19,852,821**	**+ 4.2**
Projection TV	26,779	35,219	−24.0	261,942	277,726	− 5.7
Home VCR	1,162,193	1,287,618	− 9.7	11,828,406	11,535,412	+ 2.5
Camcorders**	183,480	146,729	+25.0	1,352,966	987,490	+37.0

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Home VCR

****Source: Electronics Industries Association Consumer Electronics Group.

Circle 50 on Info Card ►

PEOPLE ON THE MOVE

Whirlpool Corp. names **Robert C. Dixon** director, refrigeration products. **Fred M. Turner** appointed director, kitchen products.

Whirlpool Kitchens Inc. names **Thomas D. Chapman** VP, contract sales division.

Fedders Air Conditioning USA Inc. adds three regional managers: **Thomas M. McNeill, Joseph Bulakowski** and **Eugene (Gene) BeHanna.**

Sharp Electronics Corp., appliance division appoints **Rich Gedman** midwest regional sales manager. **John Pogorelec** moved to operations manager.

Turner

McNeill

Bulakowski

BeHanna

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
November, 1987

	November 1987	November 1986	Percent Change	Calendar Year to Date 1987	Calendar Year to Date 1986	Percent Change
ALL MAJOR APPLIANCES*	**3,686.2**	**3,424.4**	**+ 7.4**	**44,095.2**	**41,463.1**	**+ 6.4**
COOKING — TOTAL	**1,480.4**	**1,391.7**	**+ 6.4**	**14,268.8**	**14,123.4**	**+ 1.0**
Electric Ranges — Total	284.8	277.8	+ 2.5	3,091.1	3,035.2	+ 1.8
Free Standing	224.2	226.7	– 1.1	2,484.6	2,493.1	– 0.3
Built-In	60.6	51.2	+18.4	606.5	542.1	+11.9
Microwave Ovens/Ranges**	1,210.4	1,128.9	+ 7.2	11,348.6	11,256.2	+ 0.8
HOME LAUNDRY — TOTAL	**860.6**	**759.7**	**+13.3**	**9,811.4**	**9,168.0**	**+ 7.0**
Automatic Washers	469.5	410.1	+14.5	5,544.5	5,279.9	+ 5.0
Dryers — Total	391.1	349.6	+11.9	4,266.9	3,888.2	+ 9.7
Electric	302.1	268.0	+12.7	3,310.2	3,032.0	+ 9.2
Gas	89.0	81.6	+ 9.1	956.7	856.2	+11.7
KITCHEN CLEAN UP — TOTAL	**675.9**	**691.3**	**– 2.2**	**8,013.5**	**7,686.7**	**+ 4.3**
Disposers•	324.8	346.8	– 6.3	4,112.4	3,931.0	+ 4.6
Dishwashers — Total	336.0	330.3	+ 1.7	3,700.8	3,580.7	+ 3.4
Built-In	307.3	303.1	+ 1.4	3,462.8	3,351.6	+ 3.3
Portable	28.8	27.2	+ 5.9	238.0	229.1	+ 3.9
Compactors•	15.1	14.2	+ 6.3	200.3	175.1	+14.4
FOOD PRESERVATION — TOTAL	**591.3**	**520.8**	**+13.5**	**7,676.6**	**7,225.9**	**+ 6.2**
Refrigerators	498.7	448.6	+11.2	6,502.6	6,076.1	+ 7.0
Freezers — Total	92.7	72.2	+28.4	1,174.0	1,149.8	+ 2.1
Chest	50.3	38.7	+30.0	642.7	619.5	+ 3.7
Upright	42.3	33.5	+26.3	531.3	530.4	+ 0.2
HOME COMFORT — TOTAL	**68.0**	**60.8**	**+11.8**	**4,328.0**	**3,259.0**	**+32.8**
Room Air Conditioners	61.8	56.5	+ 9.4	3,628.1	2,723.3	+33.2
Dehumidifiers•	6.2	4.3	+44.2	699.8	535.7	+30.6
GAS RANGES***	**191.8**	**173.0**	**+10.9**	**1,938.3**	**1,753.1**	**+10.6**

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

***Source: GAMA. Not included in cooking total or total shipments.

****Source: AHAM (Assn. Home Appliance Manufacturers).

• Current month figures are preliminary.

NOTE

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66th Annual Statistical & Marketing Report

PART 1: Consumer Electronics

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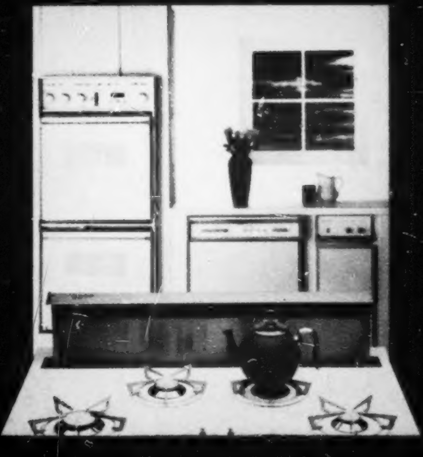
Management by the numbers

Battle in Boston

Highland, Fretter, Lechmere wage media war

Kitchen/Bath Show:

Styling, technology share spotlight



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BPA

PERISCOPE

A Logical, Gutsy Decision

JUST when you thought stubbornness reigned supreme as a consumer electronics industry characteristic, Sony went and did something wonderful to demonstrate otherwise.

The company swallowed its pride and added VHS format VCRs to its Beta VCR lineup. From a marketing perspective, Sony's move was not surprising. Like a poker player with a steadily diminishing stack of chips, Sony couldn't afford not to bet on VHS. The VHS format holds a 95-percent share of the worldwide market. Sony will sell fewer than 150,000 Beta VCRs in the United States this year, and VCR sales growth overall dropped from 32 percent in 1985 to 3.5 percent last year.

To be sure, Sony has not dropped out of the Beta business. Recently, the company added to its 1988 lineup an entry-level SuperBeta deck (at $400) and a Beta Hi-Fi model (at $600). Sony, then, is spreading its bets among all the market niches—VHS in low- to mid-range price, Beta in mid- to high-end, and 8mm for camcorders and portable VCR products.

The great mistake in judging Sony's decision to add VHS decks would be to conclude that it was a simple marketing move dictated by logic. It was more. Adding VHS was a big step for Sony, who invented Beta 15 years ago and fought a bloody, unsuccessful battle to make it a worldwide standard. Sony's decision to sell VHS VCRs is equivalent to Ford Motor Co. deciding to sell Chevys, or Pepsi deciding to bottle Coke. It took an act of great courage to forget about rivalries and make the correct business move.

The advice here is that dealers and manufacturers should show similar courage. They should recognize that profit—money in the bank—is better than additional market share. It is even better than sales volume increases obtained by aggressive retail expansion.

Look, guys, it's third down with big yardage to go. To keep your business in the game, you'll have to do something out of the ordinary. At retail, it may be to pass through price increases to consumers (why do retail store price increases come along about as often as Halley's Comet?).

Add it all up and the bottom line says that the time for rational pricing practices has arrived.

Murray Slovick

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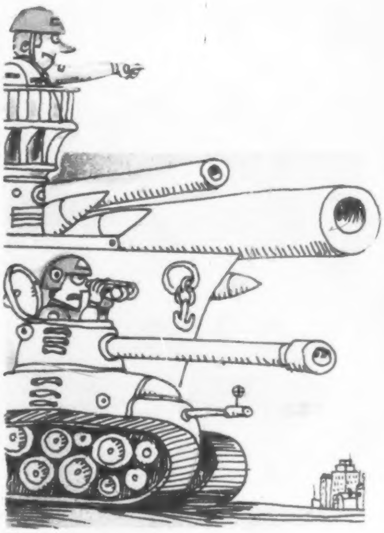

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Dealerscope Merchandising's 66th Annual

STATISTICAL & MARKETING REPORT

THE DEALERSCOPE MERCHANDISING 66th Annual Statistical and Marketing Report has been organized into data on consumer electronics and major appliances, plus a market profile. This first part of the report contains five-year and one-year tables for consumer electronics. Our April issue will carry the same information for major appliances.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1987.

In mailed questionnaires and telephone interviews, survey participants were asked to give their best estimates of the percent change in the number of units shipped industry-wide for each line of merchandise. For this report, the change requested was for 1987 vs. 1986. Where a potential respondent disagreed with the 1986 estimate (published in DEALERSCOPE MERCHANDISING's March 1987 issue), the respondent was asked for a "corrected" 1986 figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represents the shipments of products available for sale in the United States.

Readers are cautioned that all information published in this 66th annual report is based on consensus rather than census. The questions asked for the annual changes in their own company's shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage wise, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the many manufacturers and trade associations who provided their help.

CONSUMER ELECTRONICS

5 YEAR TABLES

	1987		1986		1985		1984		1983	
Products	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)
AUDIO/HIFI										
Components, Total	**11,270**	**$2,064,464**	**10,914**	**$2,041,492**	**8,800**	**$1,653,444**	**8,378**	**$1,509,777**	**8,599**	**$1,518,149**
Receivers	1,957	505,077	1,843	483,327	1,533	393,981	1,553	391,356	1,550	390,213
Amps, Pre-Amps, Tuners	609	173,143	597	168,100	537	150,790	549	152,633	581	156,869
Turntables (Excluding OEM)	1,382	161,660	1,565	186,524	1,442	172,059	1,696	213,018	2,120	280,285
Speakers (Components Only)	3,971	569,923	3,789	534,637	3,345	473,786	3,302	464,922	3,237	452,144
Equalizers	218	26,521	228	27,666	185	22,187	188	22,960	186	23,179
Compact Disc Players	1,675	346,234	1,384	356,795	850	264,350	200	103,600	45	33,300
Tape Decks, Cassette	826	170,850	908	176,443	836	155,613	816	138,084	775	141,019
Tape Decks, Dual Cassette	632	111,056	600	108,000	*	*	*	*	*	*
Cartridges (Excluding OEM)	**2,539**	**78,064**	**2,795**	**86,421**	**3,047**	**94,000**	**3,585**	**114,003**	**3,774**	**122,466**
Headphones	**3,534**	**148,980**	**3,425**	**139,887**	**3,167**	**134,217**	**3,090**	**133,612**	**2,809**	**125,225**
Compact Systems, Total†	**2,554**	**433,180**	**2,484**	**420,612**	**2,112**	**432,802**	**1,933**	**413,754**	**1,912**	**438,993**
Cassette Tape Recorder	64	7,128	60	8,100	*	*	*	*	*	*
Dual Cassette	68	8,354	65	8,775	*	*	*	*	*	*
Cassette/Turntable	574	76,376	620	83,700	*	*	*	*	*	*
Dual Cassette/Turntable	1,168	158,854	1,118	150,930	*	*	*	*	*	*
Cassette/Turntable/Remote Control	326	43,750	298	40,230	*	*	*	*	*	*
Cassette/Turntable/CD	28	10,898	25	9,975	*	*	*	*	*	*
Cassette/Turntable/CD/Graphic Equalizer	326	127,820	298	118,902	*	*	*	*	*	*
Changer Bimode‡	**	**	**	**	83	8,116	104	10,430	102	10,768
Cassette Bimode	**	**	**	**	87	15,946	92	17,295	76	13,607
Cassette Trimode‡	**	**	**	**	1,739	361,242	1,512	330,614	1,500	354,585
Cassette Quadmode‡	**	**	**	**	203	47,498	225	55,415	234	60,033
Personal Portable Stereos, Total	**8,578**	**437,680**	**8,369**	**421,842**	**6,972**	**	**7,156**	**	**6,253**	**
Cassette Only	3,679	84,531	3,644	85,024	3,289	**	3,575	**	3,250	**
Cassette and Radio	3,423	162,995	3,306	159,799	2,901	**	2,836	**	2,300	**
Radio Only	935	14,849	939	15,019	782	**	745	**	703	**
CD Only	315	83,930	280	77,000	**	**	**	**	**	**
CD/Radio	226	91,375	200	85,000	**	**	**	**	**	**

* Category not broken out separately   ** Category not reported   † All units include stereo radio   ‡ Includes changer   †† Excludes personal headphone type

66TH ANNUAL STATISTICAL & MARKETING REPORT

Products	1987 Number Shipped (000)	1987 Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)
AUDIO/HIFI *(Continued)*										
Portable Tape Equipment, Total	**30,753**	**1,442,262**	**30,635**	**1,448,994**	**27,626**	**1,333,390**	**27,109**	**1,319,770**	**28,422**	**1,420,606**
Cassette Recorders	12,388	406,075	12,450	412,468	12,544	416,712	12,800	436,096	16,000	605,600
Radio/Cassette Combinations	17,572	994,336	17,398	994,833	14,432	882,228	13,745	853,015	11,880	784,318
Microcassette Recorders	793	41,851	787	41,693	650	34,450	564	30,659	542	30,688
Racked Systems	**917**	**534,047**	**954**	**560,267**	**877**	**527,858**	**810**	**492,456**	**540**	**358,020**
Radios, Total ††	**30,678**	**817,542**	**29,896**	**845,494**	**27,528**	**808,136**	**27,391**	**822,651**	**28,188**	**863,298**
Table	750	24,175	754	25,718	718	24,764	728	27,897	762	30,739
Portable	19,384	420,156	19,004	437,662	17,435	401,528	17,132	409,797	18,225	449,429
Clock	10,544	373,211	10,138	382,114	9,375	381,844	9,531	384,957	9,201	383,130
MOBILE ELECTRONICS										
Autosound, Total	**22,981**	**$2,182,996**	**21,626**	**$2,021,504**	**21,763**	**$1,986,670**	**21,299**	**$1,936,467**	**19,935**	**$1,792,801**
UD Cassette Players	423	27,444	466	30,158	554	37,617	615	45,492	694	58,733
UD Cassette/Radio Combos	274	21,481	303	23,710	371	31,194	426	39,797	519	59,197
ID Cassette/Radio Combos	4,053	847,900	3,989	813,724	4,030	788,711	3,932	754,433	3,641	675,624
Radios Only (Retrofit)	687	59,486	757	65,190	867	80,952	932	94,384	975	104,150
Car Speakers (In Pairs)	16,241	993,044	15,010	942,167	15,162	979,465	14,635	936,055	13,427	833,817
Equalizers	1,031	91,086	986	85,930	779	68,731	759	66,306	679	61,280
CD Players	124	61,342	55	26,125	**	**	**	**	**	**
CD Player/Radio Combos	148	81,213	60	34,500	**	**	**	**	**	**
Radar Detectors	**1,834**	**277,240**	**1,688**	**262,837**	**1,227**	**186,786**	**942**	**136,967**	**710**	**109,823**
CB Radios, Total	**1,997**	**152,653**	**1,884**	**146,459**	**1,729**	**134,592**	**1,637**	**125,834**	**1,592**	**124,861**
Base Stations	1,866	139,832	140	13,286	152	14,425	160	16,034	155	15,850
Mobile Units	131	12,821	1,744	133,173	1,577	120,167	1,477	109,800	1,437	109,011
Cellular Telephones	**331**	**509,210**	**265**	**422,675**	**	**	**85**	**161,500**	**	**
Auto Security Systems	**1,371**	**308,334**	**1,028**	**256,945**	**	**	**	**	**	**
HOME OFFICE										
Calculators, Total	**33,827**	**$837,533**	**31,318**	**$727,258**	**33,166**	**$930,499**	**31,400**	**$945,726**	**30,895**	**$925,351**
Hand-Held	27,424	315,824	25,750	283,250	27,825	465,512	26,500	471,700	26,023	458,594
Desk-Top	6,403	521,709	5,568	444,008	5,341	464,987	4,900	474,026	4,872	466,657
Electronic Typewriters	**2,186**	**484,141**	**2,038**	**446,213**	**850**	**185,300**	**650**	**154,050**	**350**	**109,200**
Personal Computers	**3,598**	**3,312,940**	**3,075**	**2,982,750**	**4,025**	**	**5,000**	**	**4,500**	**
Monitors	**998**	**196,650**	**950**	**190,000**	**	**	**	**	**	**
Printers	**1,599**	**1,039,317**	**1,568**	**1,071,461**	**	**	**	**	**	**
Personal Copiers	**291**	**257,713**	**269**	**238,623**	**	**	**	**	**	**
Facsimile Machines	**228**	**715,063**	**181**	**583,725**	**	**	**	**	**	**
ELECTRONICS FURNITURE										
Electronics Furniture, Total	**6,779**	**$1,056,404**	**6,673**	**$1,027,891**	**6,088**	**$921,416**	**5,703**	**$819,320**	**4,879**	**$652,162**
Audio Component Racks	1,115	173,029	1,014	160,212	975	154,440	959	150,400	887	139,108
Audio/Video Centers	295	110,116	241	95,753	201	83,636	173	69,351	149	56,885
Home Computer Tables	1,005	177,816	874	165,410	838	150,094	680	119,762	400	62,620
Microwave Oven Carts	998	158,982	951	147,890	839	120,992	766	109,048	651	88,263
Television Carts	2,490	214,827	2,767	245,515	2,505	231,637	2,551	233,544	2,332	205,682
TV/VCR/Videodisc Player Carts	876	221,634	826	213,110	730	180,617	574	137,215	460	99,604
SPECIALTY RADIOS										
Specialty Radios, Total	**8,408**	**$490,220**	**8,154**	**$476,989**	**8,166**	**	**8,279**	**	**8,107**	**
Multibands	6,313	233,771	6,129	226,962	6,191	**	6,402	**	6,258	**
Weather-Bands	1,114	38,609	1,082	37,852	1,055	**	1,066	**	1,069	**
Scanners	981	217,840	943	212,175	920	**	811	**	780	**
SATELLITE EARTH STATIONS										
Complete TVRO Systems	**252**	**$507,822**	**255**	**$512,952**	**630**	**$1,386,000**	**450**	**$1,309,500**	**	**
SOFTWARE										
AUDIO										
Blank Audiocassettes	**327,570**	**$581,893**	**268,500**	**$451,080**	**266,168**	**$569,600**	**260,969**	**$584,571**	**251,855**	**$586,822**
VIDEO										
Blank Videotape, Total	**280,551**	**1,075,225**	**276,438**	**1,160,566**	**156,088**	**1,132,481**	**98,353**	**924,891**	**61,690**	**725,204**
Beta	29,576	100,115	34,795	145,095	27,897	209,506	25,392	224,465	15,870	175,364
VHS	249,475	958,324	240,643	1,003,481	128,191	922,975	72,961	700,426	45,820	549,840
8mm	1,500	16,786	1,000	11,990	**	**	**	**	**	**
Prerecorded Videotape, Total	**69,183**	**2,417,110**	**65,441**	**2,415,718**	**43,100**	**1,913,259**	**19,690**	**962,970**	**9,606**	**520,655**
Beta	5,947	196,983	6,707	246,229	7,430	300,618	4,922	221,224	2,633	131,492
VHS	62,701	2,210,828	58,234	2,160,489	35,670	1,612,641	14,768	741,746	6,973	389,163
8mm	535	9,299	500	9,000	**	**	**	**	**	**
Videodiscs, Laser	**11,722**	**377,344**	**10,040**	**325,999**	**7,200**	**	**6,000**	**	**5,368**	**
COMPUTER										
Blank Floppy Disks	**545,403**	**763,844**	**425,000**	**680,000**	**205,063**	**	**241,250**	**	**193,000**	**
Home Computer Software	**20,674**	**527,068**	**18,175**	**494,667**	**	**	**	**	**	**

*Category not broken out separately   **Category not reported   † All units include stereo radio   ‡ Includes changer   †† Excludes personal headphone type

66TH ANNUAL STATISTICAL & MARKETING REPORT

Products	1987		1986		1985		1984		1983	
	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)
TELEPHONE EQUIPMENT										
Corded Telephones	24,046	$984,251	23,768	$1,006,083	22,403	$982,670	22,930	$894,437	15,058	$1,167,591
Cordless Telephones	4,841	438,486	4,279	410,337	4,076	380,046	5,500	598,400	4,488	610,368
Telephone Answering Equipment, Total	5,555	577,775	4,856	535,020	3,306	371,165	2,628	298,015	2,094	263,844
Telephone Answering Devices	3,947	383,821	3,584	370,555	3,306	371,165	2,628	298,015	2,094	263,844
Integrated Systems	1,608	193,954	1,272	164,465	*	*	*	*	*	*
VIDEO										
B&W TV, Total	3,506	$339,627	3,730	$363,626	3,745	$367,497	5,068	$518,048	5,761	$613,623
Color TV, Total	19,774	7,912,641	18,855	7,632,194	16,894	7,250,265	15,946	7,296,520	13,939	6,695,209
Portable LCD	1,710	384,705	1,500	373,500	*	*	*	*	*	*
Portable (Non-LCD) & Table	15,458	5,791,006	14,652	5,494,313	13,904	5,305,210	12,936	5,239,727	11,131	4,696,503
Console & Combo	2,606	1,736,930	2,703	1,763,381	2,990	1,945,055	3,010	2,056,793	2,808	1,998,706
Projection TV	295	657,271	315	663,910	261	436,922	192	346,725	142	284,924
Monitor/Receiver, Color	657	271,955	500	249,500	**	**	**	**	**	**
Videocassette Recorders	12,304	4,788,106	12,685	5,067,450	11,912	**	7,143	3,443,679	4,020	2,302,662
Camcorders	1,438	1,423,607	1,090	1,213,336	*	**	*	*	*	*
Video Cameras	110	76,885	181	118,284	402	266,309	484	380,347	410	357,992
Video Cassette Players	162	28,000	150	26,250	**	**	**	**	**	**
Videodisc Players	142	25,994	125	24,875	179	51,015	188	54,492	312	106,392

IMPORTS/EXPORTS

HOME ELECTRONICS IMPORTS

Products	1987***		1986		1985		1984		1983	
	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)
VIDEO										
Antennas, TV	4,325	$ 6,363	4,412	$ 6,427	6,532	$ 8,525	8,855	$12,536	10,615	$11,194
B&W TV (10" & under)	2,571	129,936	2,934	145,794	1,589	85,801	1,431	96,280	674	48,584
B&W TV (11-17")	1,787	76,486	2,332	93,161	2,511	115,292	3,788	170,128	3,772	175,705
B&W TV (18" & over)	46	10,889	48	11,756	88	14,112	121	16,978	203	21,496
Color TV (10" & under)	877	116,875	616	85,297	740	110,765	566	89,547	431	69,264
Color TV (11-17")	915	93,442	4,039	510,425	2,776	383,067	3,091	451,155	2,316	339,622
Color TV (18" & over)	4,480	698,523	4,792	780,213	4,630	471,368	2,711	482,038	2,017	339,563
TV, TOTAL	**10,676**	**1,125,151**	**14,761**	**1,626,646**	**12,334**	**1,180,405**	**11,714**	**1,306,726**	**9,413**	**999,234**
Videotape Recorders	1,984	2,984,039	18,216	4,543,425	16,765	4,304,000	9,387	2,862,407	4,765	1,615,473
Home Video Camera, B&W	328	79,221	233	77,535	196	52,044	119	38,503	80	21,139
Home Video Camera, Color	144	135,975	327	263,851	690	367,384	730	395,429	398	228,081
Picture Tubes, B&W	420	19,073	573	26,400	648	19,324	435	16,957	337	9,105
Picture Tubes, Color	828	67,210	2,322	105,908	1,711	84,675	793	46,466	674	38,640
AUDIO										
Antennas, CB	575	$ 2,832	1,019	$ 5,702	696	$ 3,102	632	$ 3,315	843	$ 4,136
Antennas, Radio	8,228	38,386	11,563	63,465	9,844	46,182	9,745	52,203	10,668	36,448
Loudspeakers	124,569	301,514	71,165	391,394	64,257	365,889	44,290	278,226	57,693	222,658
Microphones	18,172	47,133	5,924	34,596	2,175	26,925	2,249	25,240	4,444	20,166
Audio Frequency/Electric Amplifiers	5,497	282,667	4,384	248,356	4,519	263,473	3,628	188,879	4,697	155,950
Headphone/Electric Sound Amplifier Sets	52,860	142,932	25,682	104,697	26,395	101,976	30,199	119,357	16,363	67,939
Auto Transistor Radios	2,323	159,367	2,826	183,406	2,941	208,783	539	30,665	1,986	109,975
Clock Transistor Radios	12,856	122,040	13,996	138,661	13,031	156,914	15,571	196,932	12,121	163,791
AM Transistor Radios (Not Battery-Operated)	541	19,774	532	26,619	695	28,706	867	15,195	612	13,250
AM Transistor Radios (Battery-Operated)	2,492	8,335	3,073	10,006	4,854	25,238	5,784	30,328	4,530	14,497
FM AM/FM Multiband Transistor Radios (Not Battery-Operated)	2,871	253,222	2,656	172,715	3,358	190,007	3,007	192,642	2,467	174,260
FM AM/FM Multiband Transistor Radios (Battery Operated)	22,596	210,543	20,199	184,986	22,277	205,154	23,657	230,516	18,908	201,631
RADIOS, TOTAL	**43,679**	**773,281**	**43,282**	**716,393**	**47,156**	**814,802**	**49,425**	**686,278**	**40,624**	**677,404**
Radio/Phono Combos (including Consoles)	123	25,832	46	7,942	56	3,668	49	2,334	46	2,242
Radio/Phono/Tape Player Combos (Tape Player Trimode)	718	42,529	1,132	74,611	1,795	118,272	420	29,611	338	23,547
Automatic Record Changer	15	3,919	15	2,637	285	14,305	175	3,500	390	4,889
Stereo Phonos	108	6,660	51	4,306	354	19,653	247	14,990	105	9,024

*Category not broken out separately **Category not reported † All units include stereo radio ‡ Includes changer †† Excludes personal headphone type

AUDIO (Continued)

Products	1987*** Number Shipped (000)	1987*** Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)
Automatic Turntables	2,181	71,668	1,446	67,176	1,380	74,248	861	48,343	715	40,286
Turntables, Other	912	34,235	1,195	66,747	2,620	233,805	2,002	152,183	1,838	96,596
Compact Disc Players	3,204	408,299	3,266	408,134	*	*	*	*	*	*
Transceivers/CB	1,458	46,817	1,192	40,507	1,461	48,248	1,151	41,668	864	31,498
Tape Players, Auto	1,371	66,541	2,491	98,290	2,240	64,375	2,632	69,504	3,168	70,286
Tape Players, Other	8,117	100,025	5,038	76,968	5,918	106,134	6,155	112,734	4,394	89,836
Tape Recorders, Stereo (Cassette/ Cartridge)	1,121	116,862	1,289	122,111	2,389	170,406	2,174	169,645	2,757	202,145
Tape Recorders, Stereo (Open Reel)	22	17,959	28	15,529	54	10,035	46	7,856	71	10.263
Tape Recorders, Mono (Cassette/ Cartridge)	753	28,197	574	31,985	1,030	39,918	1,812	63,529	1,740	62,061
Tape Recorders, Mono (Open Reel)	47	7,929	15	3,953	18	4,999	23	10,311	16	6,958
Tape Recorders, Battery (Cassette/ Cartridge)	5,254	23,316	2,756	94,484	2,750	111,277	3,891	133,474	4,621	124,280
Tape Recorders, Batterv (Open Reel)	57	25,419	52	22,406	74	20,161	56	16,490	57	14,381
Radio-Tape Recorder Combos	11,736	332,520	9,539	327,337	17,393	704,773	15,474	680,987	11,260	533,633
Radio-Tape Player Combos	33,324	1,536,383	25,079	1,342,462	25,909	1,346,305	20,414	1,029,316	13,478	664,854
TAPE RECORDERS/PLAYERS, TOTAL	**61,802**	**2,255,151**	**46,861**	**2,135,525**	**57,775**	**2,578,383**	**52,677**	**2,293,906**	**41,562**	**1,778,697**

HOME ELECTRONICS EXPORTS

Products	1987*** Number Shipped (000)	1987*** Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)
Radios	2,174	$126,830	1,562	$96,239	1,251	$84,867	1,300	$106,953	1,021	$85,094
TV, B&W	95	11,709	77	10,947	115	12,700	79	8,044	52	6,770
TV, Color	456	146,763	357	116,955	273	88,003	267	92,632	237	83,804
(TV Chassis & Kits)	2,608	79,564	3,198	85,053	,037	85,466	3,556	95,539	3,173	96,331
TV, TOTAL	**3,159**	**238,036**	**3,632**	**212,955**	**3,425**	**186,169**	**3,902**	**196,215**	**3,462**	**186,905**
Tape Recorders & Players	151	15,308	91	10,691	42	11,375	52	10,835	27	10,240

* Not broken out separately ** Dollars paid by importers excluding duty, freight, insurance, etc.

***Note: 1987 projected statistics are based on ten-month figures for 1987.

SOURCE: U.S. Dept. of Commerce

ELECTRONICS HIGHLIGHTS

AUDIO/HIFI

Hifi component sales by type of outlet

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Appliance/TV Store	19.5	18.1	+ 11.2
Audio/Hifi Specialty Store	34.6	34.4	+ 3.9
Catalog Showroom	4.5	5.5	– 15.5
Catalog Store/Mail Order	6.0	8.8	– 6.1
Department Store	9.4	8.9	+ 9.1
Discount Store	4.4	4.6	– 1.2
Electronics Specialty Store	14.2	14.1	+ 4.0
Hifi Salon	4.2	4.3	+ 0.9
Other	1.2	1.3	– 4.7
TOTAL	100.0	100.0	+ 3.3

Based on 11,270,000 units for '87 and 10,914,000 for '86

Portable tape equipment sales by type of outlet

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Appliance/TV Store	14.4	13.9	+ 4.0
Audio/Hifi Specialty Store	8.3	9.0	– 7.4
Catalog Showroom	6.2	6.4	– 2.8
Catalog Store/Mail Order	10.5	12.4	– 15.0
Department Store	9.8	10.0	– 1.6
Discount Store	41.5	40.8	+ 2.1
Drug Store	3.5	4.1	– 14.3
Grocery Supermarket	1.2	0.7	+ 72.1
Home Shopping Network	1.1	0.5	+ 120.8
Warehouse Club (Membership)	2.0	1.0	+ 100.8
Wholesale Club (Non-Membership)	0.6	0.5	+ 20.5
Other	0.9	0.7	+ 29.1
TOTAL	100.0	100.0	+ 0.4

Based on 30,753,000 units for '87 and 30,635,000 for '86

SOFTWARE

Audio

Blank audiocassette sales by type of outlet

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Appliance/TV Store	5.5	6.7	+ 0.1
Audio/Hifi Specialty Store	7.0	9.3	– 8.2
Camera Store	0.7	1.1	– 22.4
Catalog Showroom	2.0	2.9	– 15.9
Catalog Store/Mail Order	2.0	2.3	+ 6.1
Convenience Store	0.5	1.2	– 49.2
Department Store	4.0	4.7	+ 3.8
Discount Store	36.5	32.9	+ 35.3
Drug Store	7.5	5.9	+ 55.1
Electronics Specialty Store	6.5	9.5	– 16.5
Grocery Supermarket	3.8	4.0	– 15.9
Record Store	11.5	12.8	+ 9.6
Wholesale/Warehouse Club	5.0	—	—
Other	7.5	6.7	+ 36.6
TOTAL	100.0	100.0	+ 22.0

Based on 327,570,000 units for '87 and 268,500,000 for '86

Blank audiocassette shipments by type

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Premium (high-coercivity ferrite, cobalt ferrite, etc.)	60.0	54.9	+ 33.3
Promotional	40.0	45.1	+ 8.2
TOTAL	100.0	100.0	+ 22.0

Video

Blank videotape sales by type of outlet

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Appliance/TV Store	6.0	11.0	– 44.8
Audio/Hifi Specialty Store	6.0	7.5	– 1[illegible].8
Camera Store	3.0	3.5	– 13.0
Catalog Showroom	2.5	5.0	– 49.3
Catalog Store/Mail Order	2.7	3.5	– 21.7
Convenience Store	0.5	1.3	– 60.0
Department Store	5.0	5.0	+ 1.5
Discount Store	43.5	35.0	+ 26.1
Drug Store	7.0	5.0	+ 42.1
Film Processors	0.5	1.3	– 61.0
Grocery Supermarket	7.0	5.0	+ 42.1
Prerecorded Video Specialist	5.0	5.7	– 11.0
Record Store	3.8	6.0	– 35.7
Wholesale/Warehouse Clubs	4.5	—	—
Other	3.0	5.2	– 41.4
TOTAL	100.0	100.0	+ 1.5

Based on 280,551,000 units for '87 and 276,43[illegible],000 for '86

Blank VHS videotape shipments by grade

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Standard	87.5	91.5	– 0.9
High-grade	12.5	8.5	+ 52.5
TOTAL	100.0	100.0	+ 3.7

Based on 249,475,000 units for '87 and 240,643,000 for '86

Blank Beta videotape shipments by grade

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Standard	88.0	91.7	– 18.4
High-grade	12.0	8.3	+ 22.9
TOTAL	100.0	100.0	– 15.0

Based on 29,576,000 units for '87 and 34,795,000 for '86

SOFTWARE *(Continued)*

Prerecorded videotape sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	2.7	3.5	−18.4
Audio/Hifi Specialty Store	2.0	1.5	+41.0
Bookstore	6.0	7.8	−18.7
Camera Store	1.0	0.8	+32.1
Catalog Showroom	1.0	1.2	−11.9
Catalog Store/Mail Order	7.3	7.7	+ 0.2
Convenience Store	2.7	3.0	− 4.9
Department Store	3.3	3.8	− 8.2
Discount Store	19.0	18.2	+10.4
Drug Store	3.7	2.0	+95.6
Grocery Supermarket	3.7	3.2	+22.2
Record Store	7.3	5.8	+33.1
Video Specialty Store (VSDA)	40.3	41.5	+ 2.7
TOTAL	100.0	100.0	+ 5.7

Based on 69, 183,000 units for '87 and 65,441,000 for '86

Prerecorded videotape shipments by type

	% of shipments		% change in units shipped
	1987	1986	1987/86
X-Rated	4.7	5.0	− 0.6
Original Programming	2.7	1.8	+58.6
Movies	55.5	59.7	− 1.7
Childrens	11.3	9.0	+32.7
Classical	9.7	12.0	−14.5
Documentaries	1.2	0.6	+111.4
Exercise	7.3	4.3	+79.5
How-To	3.2	2.7	+25.3
Music	2.3	3.1	−21.6
Sports	1.3	1.0	+37.4
Travel	0.8	0.8	+ 5.7
TOTAL	100.0	100.0	+ 5.7

Based on 69,183,000 units for '87 and 65,441,000 for '86

MOBILE ELECTRONICS

Autosound

Based on 22,981,000 units for '87 and 21,626,000 for '86

Autosound shipments by price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $50	4.4	5.9	−20.7
$50 - $89	6.4	9.3	−26.9
$90 - $129	36.4	37.6	+ 2.9
$130 - $179	28.6	25.9	+17.3
$180 - $249	13.2	12.3	+14.0
$250 - $349	7.8	5.7	+45.4
$350 or more	3.2	3.3	+ 3.0
TOTAL	100.0	100.0	+ 6.3

Autosound aftermarket sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	3.4	2.8	+29.0
Audio/Hifi Specialty Store	10.0	9.4	+13.1
Automotive Chain Store	18.0	16.8	+13.9
Car Stereo Specialist	35.2	33.7	+11.0
Catalog Showroom	2.0	2.8	−24.1
Catalog Store/Mail Order	1.6	2.2	−22.7
Department Store	1.6	1.0	+70.0
Discount Store	10.0	12.8	−17.0
Electronics Specialty Store	13.6	15.6	− 7.4
New Car Dealer	1.8	1.0	+91.3
Warehouse Club (Membership)	1.4	1.2	+24.0
Wholesale Club (Non-Membership)	0.5	0.4	+32.8
Other	0.9	0.3	+218.8
TOTAL	100.0	100.0	+ 6.3

CB Radios

CB radio sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	0.5	2.0	−73.5
Automotive Supply Store	7.0	6.0	+23.7
Catalog Showroom	15.0	15.0	+ 6.0
Catalog Store/Mail Order	9.0	9.5	+ 0.4
CB Specialty Store	12.0	14.0	− 9.1
Department Store	3.0	3.0	+ 6.0
Discount Store	10.0	11.0	− 3.6
Electronics Specialty Store	17.5	15.0	+23.7
Home Shopping Network	5.0	5.0	+ 6.0
Warehouse Club (Membership)	8.5	5.0	+80.2
Truck Stop	9.0	11.0	−13.3
Wholesale Club (Non-Membership)	3.5	3.5	+ 6.0
TOTAL	100.0	100.0	+ 6.0

Based on 1,997,000 units for '87 and 1,884,000 for '86

Radar Detectors

Radar detector sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	8.0	3.0	+189.7
Automotive Supply Store	10.3	12.0	− 6.7
Catalog Showroom	11.7	16.3	−22.0
Catalog Store/Mail Order	14.0	13.0	+17.0
CB Specialty Store	3.7	5.0	−19.6
Department Store	4.7	5.3	− 3.6
Discount Store	12.0	12.0	+ 8.6
Electronics Specialty Store	9.6	8.7	+19.9
Home Shopping Network	5.0	1.7	+219.5
Warehouse Club (Membership)	3.7	1.0	+302.0
Truck Stop	12.0	14.5	−10.1
Wholesale Club (Non-Membership)	3.7	1.7	+136.4
Other	1.6	5.8	−70.0
TOTAL	100.0	100.0	+ 8.6

Based on 1,834,000 units for '87 and 1,688,000 for '86

HOME OFFICE

Electronic Typewriters

Electronic typewriter sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	4.0	3.2	+34.1
Audio/Hifi Specialty Store	2.5	2.2	+21.9
Catalog Showroom	24.2	26.5	− 2.0
Catalog Store/Mail Order	16.5	17.8	− 0.6
Department Store	7.5	7.0	+14.9
Discount Store	21.2	21.5	+ 5.8
Electronics Specialty Store	4.3	3.0	+53.7
Home Shopping Network	2.0	2.5	−14.2
Office Machines Store	7.3	5.0	+56.6
Wholesale Club (Non-Membership)	9.5	9.3	+ 9.6
Other	1.0	2.0	−46.4
TOTAL	100.0	100.0	+ 7.3

Based on 2,186,000 units for '87 and 2,038,000 for '86

Home Computers

Based on 3,598,000 units for '87 and 3,075,000 for '86

Home computer shipments by price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $500	15.3	23.7	−24.5
$500 - $799	24.3	15.0	+89.6
$800 - $999	22.7	19.3	+37.6
$1,000 - $1,499	15.7	20.0	− 8.1
$1,500 - $1,999	12.0	11.0	+27.6
$2,000 - $2,999	10.0	11.0	+ 6.4
TOTAL	100.0	100.0	+17.0

Home computer sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	5.0	3.3	+77.3
Audio/Hifi Specialty Store	3.0	4.7	−25.3
Catalog Showroom	6.0	4.0	+75.5
Catalog Store/Mail Order	8.0	7.7	+21.6
Computer Specialty Store	40.0	42.3	+10.6
Department Store	5.5	7.4	−13.0
Discount Store	7.0	7.9	+ 3.7
Electronics Specialty Store	19.5	16.1	+41.7
Hobby/Toy Shop	3.0	3.3	+ 6.4
Home Shopping Network	1.0	0.7	+67.1
Office Machines Store	1.0	1.5	−22.0
Wholesale Club (Non-Membership)	1.0	1.1	+ 6.4
TOTAL	100.0	100.0	+17.0

PERSONAL COPIERS

Personal copier sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	2.5	2.5	+ 8.2
Catalog Showroom	8.0	6.0	+44.2
Catalog Store/Mail Order	2.5	2.5	+ 8.2
Department Store	2.5	2.0	+35.3
Discount Store	3.0	2.0	+62.3
Electronics Specialty Store	1.5	1.5	+ 8.2
Home Shopping Network	1.0	—	—
Office Machines Store	55.0	60.0	− 0.8
Wholesale Club (Non-Membership)	24.0	23.5	+10.5
TOTAL	100.0	100.0	+ 8.2

Based on 291,000 units for '87 and 269,000 for '86

FACSIMILE MACHINES

Facsimile machine sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	1.0	—	—
Catalog Showroom	7.7	7.3	+32.9
Catalog Store/Mail Order	15.0	11.7	+61.5
Department Store	6.3	2.0	+296.7
Discount Store	2.0	1.3	+94.0
Electronics Specialty Store	5.3	8.7	−23.3
Home Shopping Network	0.7	—	—
Office Machines Store	46.0	60.0	− 3.4
Wholesale Club (Non-Membership)	16.0	9.0	+123.9
TOTAL	100.0	100.0	+26.0

Based on 228,000 units for '87 and 181,000 for '86

TELEPHONE EQUIPMENT

Telephone sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	6.0	5.8	+6.5
Audio/Hifi Specialty Store	3.5	4.5	-19.9
Catalog Showroom	13.1	14.0	-3.6
Catalog Store/Mail Order	10.7	9.8	+12.5
Department Store	12.7	14.3	-8.5
Discount Store	22.7	24.0	-2.6
Drug Store	1.4	0.7	+106.0
Electronics Specialty Store	10.2	11.0	-4.5
Grocery Supermarket	0.6	0.5	+23.6
Home Shopping Network	2.6	0.5	+435.6
Phone Specialist	11.3	11.0	+5.8
Wholesale Club	3.1	1.7	+87.8
Other	2.1	2.2	-1.7
TOTAL	100.0	100.0	+3.0

Based on 28,887,000 units for'87 and 28,047,000 for'86

Telephone answering equipment sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	3.8	4.2	+3.5
Audio/Hifi Specialty Store	4.8	4.8	+14.4
Catalog Showroom	13.8	15.0	+5.2
Catalog Store/Mail Order	8.7	8.9	+11.8
Department Store	13.3	15.5	-1.8
Discount Store	20.4	22.2	+5.1
Drug Store	1.0	0.7	+63.4
Electronics Specialty Store	12.7	13.2	+10.1
Grocery Supermarket	0.5	0.5	+14.4
Home Shopping Network	2.6	0.7	+324.9
Office Machines Store	4.3	3.0	+64.0
Phone Specialist	8.3	7.8	+21.7
Wholesale Club	4.0	1.8	+154.2
Other	1.8	1.7	+21.1
TOTAL	100.0	100.0	+14.4

Based on 5,555,000 units for '87 and 4,856,000 for '86

Corded telephone shipments by type

	% of shipments		% change in units shipped
	1987	1986	1987/86
Standard	44.3	45.7	-1.9
One-Piece	7.4	9.6	-22.0
Decorator	14.7	12.0	+23.9
Full-Featured	33.6	32.7	+4.0
TOTAL	100.0	100.0	+1.2

Based on 24,046,000 units for '87 and 23,768,000 for '86

VIDEO

Black & White TV

Based on 3,506,000 units for '87 and 3,730,000 for '86

B&W TV sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	21.3	21.6	-7.3
Catalog Showroom	7.2	6.2	+9.2
Catalog Store/Mail Order	20.0	20.2	-6.9
Department Store	11.5	14.6	-26.0
Discount Store	35.2	32.2	+2.8
Furniture Store	1.0	1.2	-21.7
Other	3.8	4.0	-10.7
TOTAL	100.0	100.0	-6.0

B&W TV shipments by power source

	% of shipments		% change in units shipped
	1987	1986	1987/86
Battery-powered	52.5	44.2	+11[illegible]
Non-battery-powered	47.5	55.8	-20.6
TOTAL	100.0	100.0	-6.0

Color TV

Based on 19,774,000 units for '87 and 18,855,000 for '86

Color TV sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	36.6	38.2	+0.5
Audio/Video Specialty Store	10.2	8.6	+24.4
Catalog Showroom	2.3	2.1	+14.9
Catalog Store/Mail Order	10.0	10.1	+3.8
Department Store	12.4	13.8	-5.8
Discount Store	15.2	13.2	+20.8
Drug Store	0.5	0.3	+74.8
Furniture Store	3.6	4.0	-5.6
Grocery Supermarket	0.1	0.1	+4.8
Home Shopping Network	0.5	0.2	+162.2
Warehouse Club (Membership)	1.7	0.3	+494.2
Video Specialty Store (VSDA)	3.7	4.2	-7.6
Wholesale Club (Non-Membership)	1.6	1.7	-1.3
Other	1.6	3.2	-47.6
TOTAL	100.0	100.0	+4.9

Color TV shipments by control type

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Remote Control	63.2	57.7	+14.9
Without Remote Control	36.8	42.3	-8.8
TOTAL	100.0	100.0	+4.9

Color TV shipments by cable compatibility

	% of shipments		% change in units shipped
	1987	1986	1987/86
Cable-Compatible	77.0	70.0	+15.4
Non-Cable Compatible	23.0	30.0	-19.6
TOTAL	100.0	100.0	+4.9

Color TV shipments with integral MTS

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Integral MTS	21.0	17.8	+23.7
Without Integral MTS	79.0	82.2	+0.8
TOTAL	100.0	100.0	+4.9

Console and combo color TV shipments by screen size

	% of shipments		% change in units shipped
	1987	1986	1987/86
25 inch & under	55.6	67.5	-20.6
26 inch & over	44.4	32.5	+31.7
TOTAL	100.0	100.0	-3.6

Based on 2,606,000 units for '87 and 2,703,000 for '86

Portable and table color TV shipments by screen size

	% of shipments		% change in units shipped
	1987	1986	1987/86
8 inch & under	1.9	2.2	-8.2
9-12 inch	4.1	4.1	+6.3
13-14 inch	24.8	25.3	+4.2
15-19 inch	30.0	40.3	+20.9
20-24 inch	19.8	13.0	+61.9
25 inch	7.0	7.2	+3.3
26 inch & over	12.4	7.9	+66.8
TOTAL	100.0	100.0	+6.3

Based on 17,168,000 units for '87 and 16,152,000 for '86

Projection TV

Projection TV sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	39.5	36.1	+2.5
Audio/Hifi Specialty Store	12.5	13.6	-13.9
Catalog Showroom	1.0	0.7	+33.5
Catalog Store/Mail Order	2.0	2.0	-6.3
Department Store	12.5	10.7	+9.4
Discount Store	1.0	1.4	-33.1
Furniture Store	1.0	1.2	-22.0
Video Specialty Store	29.5	32.9	-16.0
Other	1.0	1.4	-33.1
TOTAL	100.0	100.0	-6.4

Based on 295,000 units for '87 and 315,000 for '86

Videocassette Recorders

Based on 12,304,000 units for '87 and 12,685,000 for '86

VCR sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	20.9	19.1	+6.1
Audio/Hifi Specialty Store	18.1	17.9	-1.9
Catalog Showroom	3.3	3.4	-5.9
Catalog Store/Mail Order	8.3	9.0	-10.5
Department Store	10.3	10.9	-8.3
Discount Store	14.6	13.9	+1.9
Drug Store	1.0	1.5	-35.3
Grocery Supermarket	0.9	1.5	-41.8
Home Shopping Network	2.1	1.5	+35.8
Video Specialty Store	10.9	11.9	-11.5
Warehouse Club (Membership)	3.1	1.5	+100.5
Wholesale Club (Non-Membership)	2.1	2.0	+1.8
Other	4.4	5.9	-27.7
TOTAL	100.0	100.0	-3.0

VCR shipments by format

	% of shipments		% change in units shipped
	1987	1986	1987/86
Beta	4.6	9.5	-53.0
VHS	93.1	90.0	+0.3
8mm	2.3	0.5	+346.1
TOTAL	100.0	100.0	-3.0

VCR shipments by sound feature

	% of shipments		% change in units shipped
	1987	1986	1987/86
Mono	62.8	77.0	-20.9
Stereo	13.2	9.8	+30.6
Stereo Hifi	8.7	6.8	+24.1
Hifi	8.0	6.0	+29.3
Digital	3.3	0.4	+700.2
Digital Hifi	4.0	—	—
TOTAL	100.0	100.0	-3.0

Camcorders

Camcorder shipments by format

	% of shipments		% change in units shipped
	1987	1986	1987/86
Beta	4.6	7.0	-13.3
VHS	58.3	63.9	+20.4
VHS-C	19.7	17.0	+52.9
8mm	17.4	12.1	+89.7
TOTAL	100.0	100.0	+31.9

Based on 1,438,000 units for '87 and 1,090,000 for '86

PEOPLE ON THE MOVE

Belardo

Rittmueller

Wilkensen

Rockwell

CBS/FOX Video appoints **Don Rosenberg** director of sales, western region, **Bill Bridges** western zone manager, **Larry Andjulis** director of sales, eastern region, **Mary Thompson** eastern zone manager, and **Jan Paros-Novak** national accounts manager.

Ed Verdi joins the telecommunication systems division of Toshiba America Inc. as regional sales manager for retail products.

Olympia USA names **Gerald Belardo** VP, sales and marketing. **Otto Sturm**, formerly VP, sales and marketing, retires.

NEC Home Electronics (U.S.A.) Inc. appoints **Philip Rittmueller** director, new product development.

EIA names **Tom Lauterback** VP, communications of EIA/CEG; **Ronald Senne** joins as director of member services; and elected are **John F. Mitchell** chairman, William G. Little vice chairman, and **C. Travis Marshall** treasurer.

Genoa Systems Corp. appoints **Peter Tsepeleff** director of international sales.

Denis J. Squeri appointed national sales manager for The Learning Co.

Maxell Corp. of America names **Steve Washio** eastern regional sales manager, battery division.

Network General Corp. appoints **Roger C. Ferguson** chief financial officer and VP, operations.

David Yulke appointed director of marketing for the systems division of Applied Digital Data Systems Inc., a subsidiary of NCR Corp.

Eastman Kodak Co. elects **Katherine M. Hudson** corporate VP.

Samsung Electronics America Inc. appoints **Stephen Nickerson** TV product marketing manager and **Dave Patterson** VCR product marketing manager.

XA Systems Corp. appoints **Lacy H. Edwards** VP of sales.

Norman R. Farquhar named senior VP and chief financial officer at Amperif Corp.

Sunkyong International names **Gary N. Wilkinson** national sales manager, consumer electronics division.

Lloyd Maxson named VP, marketing at Bush Industries.

Scientific Micro Systems names **Kerry M. Kenady** VP, operations. **Dean Tucker** joins as VP of aftermarket sales.

John A. Lack promoted to VP, operations at Nelson Vending Technology Inc.

Allen J. Gilson appointed VP, sales and marketing at Dual-Voltage Inc.

Diamond Entertainment names **Denise Puskas** director of acquisitions.

Switchcraft appoints **Ken Kline** sales manager, North America and **James Verrilli** Chicago district sales manager.

STAT WATCH

TOTAL U.S. MARKET STATISTICS

Sales to Retailers

December 1987 vs. December 1986

(In Units)

	December 1987	December 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,918,212	1,881,074	+ 2.0	19,330,375	18,204,156	+ 6.2
Monochrome	304,632	429,186	−29.0	3,570,473	3,958,925	− 9.8
TOTAL TV*	**2,222,844**	**2,310,260**	**− 3.8**	**22,900,848**	**22,163,081**	**+ 3.3**
Projection TV	31,142	26,546	17.3	293,084	304,272	− 3.7
Home VCR	1,477,593	1,638,771	− 9.8	13,305,999	13,174,183	+ 1.0
Camcorders**	251,187	181,278	+38.6	1,604,153	1,168,768	+37.3

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Home VCR

****Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Donald D. Avdul, VP, H-P Products, appointed to the executive committee of the Vacuum Cleaners Manufacturers Association.

AHAM welcomes to its board of directors **David E. Dolak**, president of Caloric Corp. and **F. Jack Pluckhan**, president of Quasar Co.

Maytag Co. names **Norman W. Boyle** advertising director. **Jack L. Blair** joins as manager of corporate telecommunications. Retiring are **Ralph L. Nunn**, formerly VP, marketing; **Robert J. Hoover**, formerly director of corporate public affairs; and **Einar A. Larsen**, formerly director of advertising.

Pluckhan

Boyle

Hoover

Larson

Whirlpool Corp. appoints **Lloyd A. (Bud) Wampach** president and chief operating officer of Inglis Limited. Retired chairman of the board, **Jack D. Sparks** named Best Chief Executive in the Home Appliance Industry for 1987.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS (Domestic Plus Export) December, 1987

	December 1987	December 1986	Percent Change	Calendar Year to Date 1987	Calendar Year to Date 1986	Percent Change
ALL MAJOR APPLIANCES*	**3,637.5**	**3,609.1**	**+ 0.8**	**47,837.9**	**45,072.1**	**+ 6.1**
COOKING — TOTAL	**1,401.7**	**1,454.8**	**– 3.6**	**15,771.6**	**15,578.2**	**+ 1.2**
Electric Ranges — Total	254.8	283.1	–10.0	3,345.9	3,318.2	+ 0.8
Free Standing	206.0	227.4	– 9.4	2,690.6	2,720.5	– 1.1
Built-In	48.8	55.6	–12.2	655.4	597.7	+ 9.7
Microwave Ovens/Ranges**	1,160.5	1,188.3	– 2.3	12,610.2	12,444.4	+ 1.3
HOME LAUNDRY — TOTAL	**823.5**	**641.3**	**– 2.1**	**10,634.9**	**10,009.3**	**+ 6.3**
Automatic Washers	453.8	484.7	– 6.4	5,998.2	5,764.6	+ 4.1
Dryers — Total	369.6	356.6	+ 3.7	4,636.7	4,244.7	+ 9.2
Electric	289.6	276.7	+ 4.7	3,599.9	3,308.7	+ 8.8
Gas	80.2	79.8	+ 0.5	1,036.8	236.0	+10.8
KITCHEN CLEAN UP — TOTAL	**682.3**	**694.5**	**– 1.8**	**8,696.9**	**8,381.3**	**+ 3.8**
Disposers•	325.7	338.0	– 3.6	4,438.8	4,269.0	+ 4.0
Dishwashers — Total	331.1	337.5	– 1.9	4,032.0	3,918.2	+ 2.9
Built-In	299.8	311.1	– 3.6	3,762.7	3,662.7	+ 2.7
Portable	31.3	26.4	+18.6	269.3	255.4	+ 5.4
Compactors•	25.4	19.1	+33.0	226.2	194.1	+16.5
FOOD PRESERVATION — TOTAL	**555.2**	**506.7**	**+ 9.6**	**8,231.8**	**7,732.6**	**+ 6.5**
Refrigerators	469.5	434.3	+ 8.1	6,972.1	6,510.4	+ 7.1
Freezers — Total	85.7	72.4	+18.4	1,259.7	1,222.2	+ 3.1
Chest	49.5	41.6	+19.0	692.2	661.1	+ 4.7
Upright	36.2	30.8	+17.5	567.5	561.2	+ 1.1
HOME COMFORT — TOTAL	**174.7**	**111.8**	**+56.3**	**4,502.7**	**3,370.8**	**+33.6**
Room Air Conditioners	170.1	92.4	+84.1	3,798.3	2,815.7	+34.9
Dehumidifiers•	4.6	19.4	–76.3	704.4	555.1	+26.9
GAS RANGES***	**192.7**	**186.8**	**+ 3.2**	**2,127.1**	**1,939.9**	**+ 9.7**

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

##Source: GAMA. Not included in cooking total or total shipments.

Source: AHAM (Assn. Home Appliance Manufacturers).

#Current month figures are preliminary.

NOTE

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The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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BPA

PERISCOPE

Getting Back to Basics

IT is an article of faith among retailers, sales reps, manufacturers and journalists covering this industry that the products we sell offer unmatched value in all price ranges, and are well built and reliable.

That is why we're concerned about reports filtering in from the cities and burgs that in the rush to slash production costs the reliability of some products, primarily but not exclusively low-end, is not what we'd like it to be. We're not just talking here about early teething problems of completely new product designs. And we know that electronics aren't infallible; sooner or later something goes haywire. Yet it seems to us, and to others, that the industry practice of over-engineering products for reliability and loading them up with as many attractive features as possible—hitherto one of our greatest assets—is slipping.

Instead, products too often are being designed and built merely to hit price points.

What is happening is that top management—faced with lagging profits—will not bet the company's money and allow engineers and product designers to build the kind of products *they* want.

Everyone has to keep costs down. But in this business—built largely on the inventiveness and vision of product development teams—it would be dangerous policy to move away from applying the best technology to ensure state-of-the-art products in all price categories.

Go to CES and national sales meetings. Look at the product being offered. See if in this era of cost-consciousness, suppliers trumpet the price of a new model with the fervor they once reserved for performance specifications and operating convenience. See if you don't think too many entries seem—well—"plasticky."

It is not difficult to pinpoint the principal malfunction. We seem to be forgetting how human nature works: *No matter how much something costs, if the consumer wants it badly enough he'll believe it to be worth the price to him.*

It's time to get back to adding features, not eliminating them. It's time to resume telling consumers about these features and about the benefits of the products we sell, not just the price. If we do, we won't have to worry about hitting a $299 price point.

Murray Slovick

April 1988
Volume 30, No. 4

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PEOPLE ON THE MOVE

CBS/FOX promotes **Stewart Till** to VP, region director UK; **Gilbert Ohayon** to VP, region director, France; **Ray Robinson** to VP, region director Australia and New Zealand.

Steve Washio named Eastern regional sales manager for Maxell Corp. of America's battery division.

George L. Meffert Jr., chairman, Eveready Battery Co., Pan America, appointed executive VP, Eveready Battery Co. Inc. In new position, Meffert is general manager of Eveready Battery Co., U.S.A. and has direct responsibility for marketing and sales.

Gott, division of Rubbermaid Inc., appoints **Charles A. Carroll** VP and general manager of Gott; **Jerry D. Valdois**, Gott VP, sales; and **Frank D. Wilson**, director of marketing. Also, **Gary E. Kleinjan** named VP, sales for Rubbermaid's home products division.

Carroll

Ehrlich

Donna Trampel, president of Northwestern Bell becomes VP diversified staff of parent company U.S. West. **Ross Bagully** assumes Northwestern Bell presidential responsibilities.

Hideo Kubota, president of Shintom West Corp. of America and executive VP and board member of Shintom Japan, to head U.S. operations. Also, **Stuart Sollod** and **Rich Thompson**, promoted to VPs.

Wirt

Foschino

Ricoh names **Ronald K. Paul** director, sales and marketing distribution, peripheral products division.

John W. Ehrlich named senior manager of newly consolidated marketing communications department at BASF.

Kenneth R. Wirt joins NEC Home Electronics as assistant VP, strategic planning.

Technics promotes **Paul Foschino** to assistant general manager/merchandising for Technics' home and car audio division.

Ingram Software names **Michael Anthony** president.

Dave McKenzie named senior VP, sales for the car electronics division at Pioneer Electronics. Also, **Greg Kalsow** promoted to senior product planning; **Steve Sakaushi** joins Pioneer as a senior product planner; **Diane Fountain** promoted to manager of marketing services.

Epyx moves into consumer electronics products with the formation of consumer electronics division. **Robert Botch** appointed VP, marketing and product development.

Frank O'Connell resigns as HBO Video CEO to become president of Reebok Brands. **Curt Viebranz** replaces Connell.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
Month and Year-to-date January 1988 vs. 1987

	Month & Year-to-date January, 1988	Month & Year-to-date January, 1987	Percent Change
TELEVISION			
Color	1,221,726	1,363,282	– 10.4
Monochrome	205,968	259,994	– 20.8
TOTAL TV*	**1,427,694**	**1,623,276**	**– 12.0**
Projection TV	21,830	21,266	+ 2.7
Home VCR	820,063	1,009,071	– 18.7
Camcorders**	81,294	85,933	– 5.4

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television
**Included in Home VCR
Source: EIA/CEG

Source: Electronics Industries Association Consumer Electronics Group.

Dealerscope Merchandising's 66th Annual — Part II

STATISTICAL & MARKETING REPORT

THE DEALERSCOPE MERCHANDISING 66th Annual Statistical and Marketing Report has been organized into data on consumer electronics and major appliances, plus a market profile. This second and final part of the report contains five-year and one-year tables for major appliances, and a market profile.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1987.

In mailed questionnaires and telephone interviews, survey participants were asked to give their best estimates of the percent change in the number of units shipped industry wide for each line of merchandise. For this report, the change requested was for 1987 vs. 1986. Where a potential respondent disagreed with the 1986 estimate (published in DEALERSCOPE MERCHANDISING's March and April 1987 issues), the respondent was asked for a "corrected" 1986 figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude U.S. exports.

The number of units shipped in a particular year, therefore, represents the shipments of products available for sale in the United States.

Readers are cautioned that all information published in this 66th annual report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industry-wide changes rather than to individual company performances. The manufacturers were not asked for the annual changes in their company's shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the manufacturers and trade associations who provided their help.

MAJOR APPLIANCES

5 YEAR TABLES

	1987		1986		1985		1984		1983	
Products	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)	Number Shipped (000)	Retail Value ($000)
AIR TREATMENT APPLIANCES										
Air Cleaners, Electronic, Total	**271**	**$123,687**	**237**	**$108,374**	**226**	**$98,710**	**220**	**$94,732**	**196**	**$82,032**
Portable (Room-Type)***	79	24,670	73	22,571	70	20,707	69	20,050	61	17,209
Central & Duct-Mounted	192	99,017	164	85,803	156	78,003	151	74,682	135	64,823
Air Conditioners, Room	**3,659**	**1,502,900**	**2,765**	**1,130,000**	**2,900**	**1,285,860**	**2,929**	**1,293,534**	**1,829**	**804,522**
Dehumidifiers	**708**	**113,674**	**553**	**90,700**	**586**	**106,265**	**587**	**107,198**	**437**	**79,643**
Total Air Treatment	**4,638**	**1,740,261**	**3,555**	**1,329,074**	**3,712**	**1,490,835**	**3,736**	**1,495,464**	**2,462**	**966,197**
KITCHEN APPLIANCES										
CLEANUP APPLIANCES										
Dishwashers, Total	**3,974**	**$1,569,043**	**3,874**	**$1,541,546**	**3,512**	**$1,416,284**	**3,428**	**$1,367,743**	**3,054**	**$1,205,383**
Portable	255	106,357	247	104,017	249	106,059	245	102,310	267	113,771
Undercounter & Other	3,727	1,462,686	3,627	1,437,529	3,263	1,310,225	3,183	1,265,433	2,787	1,091,612
Disposers, Food Waste	**4,175**	**500,954**	**4,196**	**494,037**	**4,068**	**468,715**	**4,052**	**465,939**	**3,514**	**395,009**
Trash Compactors	**210**	**64,865**	**187**	**61,193**	**175**	**55,312**	**178**	**55,159**	**152**	**45,406**
COOKING APPLIANCES										
Microwave Ovens, Total	**12,741**	**3,541,680**	**12,658**	**3,600,951**	**10,633**	**3,468,407**	**9,020**	**3,262,151**	**6,006**	**2,586,182**
Countertop Only	11,046	2,600,114	11,010	2,719,784	9,163	2,594,870	7,700	2,422,882	4,951	1,832,811
Over-the-Range Only	1,028	392,804	1,005	356,123	900	348,345	783	336,807	570	281,757
Combination Units	285	314,711	278	304,657	314	322,885	309	317,496	290	297,420
Microwave/Convection	382	234,051	365	220,387	256	202,307	228	184,966	195	174,194
Ranges, Electric, Total†	**3,618**	**1,660,003**	**3,532**	**1,589,181**	**3,218**	**1,517,307**	**3,164**	**1,476,969**	**2,839**	**1,299,044**
Freestanding†	2,700	1,296,277	2,701	1,258,521	2,550	1,216,707	2,503	1,182,467	2,210	1,021,573
All Other†	918	363,726	831	330,660	668	300,600	661	294,502	629	277,471
Ranges, Gas, Total	**2,132**	**992,114**	**1,895**	**880,755**	**1,807**	**821,371**	**1,736**	**785,236**	**1,578**	**694,995**
Freestanding†	1,928	868,256	1,700	761,628	1,620	710,143	1,536	666,655	1,395	588,969
High-Oven	91	67,873	90	67,241	86	63,038	93	68,033	87	61,910
Built-In†	113	55,985	105	51,886	101	48,190	107	50,548	96	44,116
Ranges, Smoothtop	**92**	**63,562**	**91**	**61,432**	**86**	**55,847**	**94**	**60,437**	**104**	**65,879**

*Projected based on 10 months

**Manufacturers' value plus freight and insurance.

SOURCE: U.S. Dept. of Commerce

Products	1987*		1986		1985		1984		1983	
	Number Imported (000)	Value** ($000)	Number Imported (000)	Value** ($000)	Number Imported (000)	Value** ($000)	Number Imported (000)	Value** ($000)	Number Imported (000)	Value** ($000)
KITCHEN APPLIANCES ***(Continued)***										
REFRIGERATOR/FREEZER										
Freezers (10 cu. ft. & over), Total	**1,180**	**526,275**	**1,154**	**517,842**	**1,140**	**546,095**	**1,114**	**544,515**	**1,166**	**568,077**
Chest	624	270,831	612	266,173	585	269,311	572	268,697	617	289,256
Upright	556	255,444	542	251,669	555	276,784	542	275,818	549	278,821
Refrigerators (6.5 cu. ft. & over)	**6,724**	**4,557,928**	**6,284**	**4,299,932**	**5,874**	**4,121,081**	**5,731**	**4,000,754**	**5,255**	**3,607,137**
(- Duplication)‡	(377)	(378,293)	(369)	(366,089)	(400)	(378,732)	(403)	(377,933)	(394)	(363,299)
Total Kitchen Appliances	**34,469**	**13,098,151**	**33,452**	**12,680,780**	**30,113**	**12,091,687**	**28,114**	**11,640,970**	**23,274**	**10,104,813**
HOME LAUNDRY										
Dryers, Total (25' or more in width)	**4,421**	**$1,544,755**	**4,114**	**$1,451,821**	**3,701**	**$1,325,534**	**3,484**	**$1,259,351**	**3,111**	**$1,102,076**
Electric	3,410	1,169,260	3,181	1,103,075	2,871	1,011,080	2,734	972,566	2,456	856,530
Gas	1,011	375,495	933	348,746	830	314,454	750	286,785	655	245,546
Washers (25 in. or more in width)	**5,643**	**2,479,943**	**5,430**	**2,379,867**	**4,925**	**2,230,502**	**4,711**	**2,154,404**	**4,315**	**1,931,793**
Automatic & Semi-Automatic	5,610	2,470,813	5,397	2,370,767	4,888	2,220,423	4,673	2,144,206	4,264	1,918,160
Wringer & Spinner	33	9,130	33	9,100	37	10,079	38	10,198	51	13,633
Total Home Laundry	**10,064**	**4,024,698**	**9,544**	**3,831,688**	**8,626**	**3,556,036**	**8,195**	**3,413,755**	**7,426**	**3,033,869**
COMPACT APPLIANCES										
Refrigerators (under 6.5 cu. ft.)	**702**	**$144,460**	**647**	**$136,283**	**783**	**$167,241**	**602**	**$126,059**	**568**	**$116,605**
Freezers (under 10 cu. ft.)	**252**	**74,910**	**243**	**74,168**	**237**	**73,055**	**247**	**77,691**	**242**	**74,626**
Washers (under 25 in. in width)	**330**	**102,525**	**312**	**97,042**	**303**	**92,236**	**293**	**88,310**	**278**	**83,622**
Dryers (under 25 in. in width)	**209**	**70,947**	**198**	**67,408**	**189**	**66,394**	**183**	**63,649**	**171**	**59,238**
Total Compact Appliances	**1,493**	**392,842**	**1,400**	**374,901**	**1,512**	**398,926**	**1,325**	**355,709**	**1,259**	**334,091**

*** Retailing for $200 or more

† Includes microwave oven combinations

‡ Microwave oven combinations and smoothtop ranges

IMPORTS/EXPORTS

Products	1987*		1986		1985		1984		1983	
	Number Imported (000)	Value** ($000)	Number Imported (000)	Value** ($000)	Number Imported (000)	Value** ($000)	Number Imported (000)	Value** ($000)	Number Imported (000)	Value** ($000)
MAJOR APPLIANCE IMPORTS										
Freezers	167	$ 43,074	198	$ 42,440	35	$ 4,129	96	$ 21,973	80	$ 16,710
Microwave Ovens	8,724	674,290	8,787	769,169	12,681	775,578	4,471	559,142	2,472	341,177
Refrigerator/Freezer Combination (under 6.5 cu. ft.)	1,415	80,628	1,309	69,709	997	61,763	705	50,146	462	31,599
Refrigerator/Freezer Combination (6.5-9.5 cu. ft.)	75	9,972	53	7,653	50	7,174	135	10,424	103	7,339
Refrigerator/Freezer Combination (9.5-13.5 cu. ft.)	163	27,407	148	29,546	142	26,559	217	29,713	208	25,481
Refrigerator/Freezer Combination (13.5 cu. ft. & over)	55	21,567	35	13,632	24	9,887	15	4,672	10	3,651
Total Refrigerator/Freezer Combination	**1,708**	**139,574**	**1,545**	**120,540**	**1,213**	**105,383**	**1,072**	**94,955**	**783**	**68,070**

*Projected based on 10 months

**Dollars paid by importers excluding duty, freight, insurance, etc.

SOURCE: U.S. Dept. of Commerce

Products	1987*		1986		1985		1984		1983	
	Number Exported (000)	Value** ($000)	Number Exported (000)	Value** ($000)	Number Exported (000)	Value** ($000)	Number Exported (000)	Value** ($000)	Number Exported (000)	Value** ($000)
MAJOR APPLIANCE EXPORTS										
Dishwashers	58	$19,268	38	$13,653	37	$12,465	62	$15,330	63	$15,409
Dryers	64	19,492	55	16,396	45	13,058	53	14,081	48	11,582
Freezers	21	9,742	16	7,982	17	7,544	24	10,657	26	12,766
Microwave Ovens	488	69,785	275	47,212	190	35,193	156	34,782	87	21,636
Ranges, Electric	51	17,842	32	11,034	40	14,719	46	16,233	56	17,604
Refrigerators	239	120,627	121	66,768	102	55,752	148	80,808	188	100,976
Room Air Conditioners	97	35,597	48	17,866	53	20,894	96	35,108	181	66,910
Washers, Automatic	235	74,799	145	46,316	100	31,918	104	31,586	115	34,726
Washers, Other	12	3,163	7	1,892	16	4,167	29	7,521	28	7,052

*Projected based on 10 months

** Manufacturers' value plus freight and insurance.

SOURCE: U.S. Dept. of Commerce

Compact Freezers

Based on 252,000 units for '87 and 243,000 for '86

Compact freezer shipments by retail price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $190	7.0	7.5	−3.2
$190-$210	28.5	27.5	+7.5
$211-$240	38.5	38.8	+2.9
$241-$280	17.0	17.0	+3.7
Over $280	9.0	9.2	+1.4
TOTAL	100.0	100.0	+3.7

Compact freezer shipments by size

	% of shipments		% change in units shipped
	1987	1986	1987/86
4 cu. ft.	10.5	11.3	−3.6
5-6 cu. ft.	25.0	25.0	+3.7
7-8 cu. ft.	28.5	27.7	+6.7
9-9.9 cu ft.	36.0	36.0	+3.7
TOTAL	100.0	100.0	+3.7

HOME LAUNDRY APPLIANCES

Washers

Based on 5,643,000 units for '87 and 5,430,000 for '86

Washer shipments by capacity

	% of shipments		% change in units shipped
	1987	1986	1987/86
12 lb. & under	19.3	17.5	+14.6
14 lb	12.0	13.5	− 7.6
16 lb	16.7	18.0	− 3.6
18 lb. & over	52.0	51.0	+ 6.0
TOTAL	100.0	100.0	+ 3.9

Washer shipments by color

	% of shipments		% change in units shipped
	1987	1986	1987/86
Almond	37.2	36.3	+ 6.5
Harvest Gold	1.7	2.8	−36.9
White	59.6	59.2	+ 4.6
Other	1.5	1.7	− 8.3
TOTAL	100.0	100.0	+ 3.9

Washer shipments by internal control type

	% of shipments		% change in units shipped
	1987	1986	1987/86
Electronic Solid-State	8.8	7.3	+25.3
Mechanical	91.2	92.7	+ 2.3
TOTAL	100.0	100.0	+ 3.9

Washer shipments by portability

	% of shipments		% change in units shipped
	1987	1986	1987/86
Portable	15.0	4.5	+246.5
Not Portable	85.0	95.5	− 7.5
TOTAL	100.0	100.0	+ 3.9

Washer shipments by number of cycles

	% of shipments		% change in units shipped
	1987	1986	1987/86
1-2 Cycles	24.0	25.5	−2.2
3-4 Cycles	76.0	74.5	+6.0
TOTAL	100.0	100.0	+3.9

Washer shipments by retail price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $200	1.3	1.7	−20.5
$200-$250	2.0	2.3	− 9.6
$251-$300	19.0	18.8	+ 5.0
$301-$350	11.7	12.3	− 1.1
$351-$400	20.0	19.2	+ 8.3
$401-$500	30.7	30.0	+ 6.4
Over $500	15.3	15.7	+ 1.3
TOTAL	100.0	100.0	+ 3.9

Washer sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	34.0	32.8	+ 7.7
Builder/Contractor	4.4	3.9	+17.3
Catalog Showroom	1.0	1.1	− 5.5
Catalog Store	41.0	42.2	+ 1.0
Department Store	6.0	5.5	+13.4
Discount Store	6.7	7.2	− 3.3
Furniture Store	2.6	3.1	−12.8
Other	4.3	4.2	+ 6.4
TOTAL	100.0	100.0	+ 3.9

Gas Ranges

Based on 2,132,000 units for '87 and 1,895,000 for '86

Gas range shipments by cleaning system

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Self-Cleaning Ovens	16.3	16.1	+13.9
With Continuous-Clean Ovens	24.0	25.9	+ 4.3
Without Cleaning Systems	59.7	58.0	+15.8
TOTAL	100.0	100.0	+12.5

Gas range shipments which accept options (i.e. grills, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped
	1987	1986	1987/86
Accept Options	4.0	3.5	+28.6
Do Not Accept Options	96.0	96.5	+11.9
TOTAL	100.0	100.0	+12.5

Gas range shipments with double oven

	% of shipments		% change in units shipped
	1987	1986	1987/86
Double Oven	11.5	12.7	+ 1.9
Other	88.5	87.3	+14.1
TOTAL	100.0	100.0	+12.5

Gas range shipments by size

	% of shipments		% change in units shipped
	1987	1986	1987/86
24 in. & under	8.0	8.5	+ 5.9
30 in.	83.7	82.0	+ 14.8
36 in.	4.7	2.5	+111.5
40 in.	3.6	7.0	− 42.1
TOTAL	100.0	100.0	+ 12.5

Dryers

Based on 4,421,000 units for '87 and 4,114,000 for '86

Dryer shipments by internal control type

	% of shipments		% change in units shipped
	1987	1986	1987/86
Electronic Solid-State	8.6	7.3	+26.6
Mechanical	91.4	92.7	+ 6.0
TOTAL	100.0	100.0	+ 7.5

Dryer shipments by number of cycles

	% of shipments		% change in units shipped
	1987	1986	1987/86
1-2 Cycles	37.0	38.5	+ 3.3
3-4 Cycles	63.0	61.5	+10.1
TOTAL	100.0	100.0	+ 7.5

Dryer shipments by type

	% of shipments		% change in units shipped
	1987	1986	1987/86
Automatic Fabric Settings	76.6	76.2	+8.0
Time-Dry	23.4	23.8	+5.7
TOTAL	100.0	100.0	+7.5

Dryer shipments by color

	% of shipments		% change in units shipped
	1987	1986	1987/86
Almond	39.0	38.1	+10.0
Harvest Gold	1.8	2.8	−30.9
White	57.9	57.6	+ 8.0
Other	1.3	1.5	− 6.9
TOTAL	100.0	100.0	+ 7.5

Dryer shipments by retail price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $200	2.7	3.1	− 6.4
$200-$250	5.0	4.7	+14.3
$251-$300	18.7	19.7	+ 2.0
$301-$350	31.3	31.0	+ 8.5
$351-$400	21.6	20.5	+13.2
$401-$500	12.7	13.3	+ 2.6
Over $500	8.0	7.7	+11.6
TOTAL	100.0	100.0	+ 7.5

Dryer sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	33.3	32.2	+11.1
Builder/Contractor	4.0	4.3	—
Catalog Showroom	2.0	2.5	−14.0
Catalog Store	42.3	42.8	+ 6.2
Department Store	5.3	5.3	+ 7.5
Discount Store	6.7	7.1	+ 1.4
Furniture Store	2.7	2.6	+11.6
Other	3.7	3.2	+24.3
TOTAL	100.0	100.0	+ 7.5

KITCHEN APPLIANCES: REFRIGERATORS/ FREEZERS

Refrigerators

Based on 6,724,000 units for '87 and 6,284,000 for '86

Refrigerator shipments by size

	% of shipments		% change in units shipped
	1987	1986	1987/86
6.5-11 cu. ft.	6.0	5.8	+10.7
12-13 cu. ft.	5.0	5.4	− 0.9
14-15 cu. ft.	20.0	19.9	+ 7.5
16-17 cu. ft.	21.5	20.5	+12.2
18-19 cu. ft.	22.0	23.9	− 1.5
20-21 cu. ft.	13.0	12.7	+ 9.5
22 cu. ft. or more	12.5	11.8	+13.3
TOTAL	100.0	100.0	+ 7.0

Refrigerator shipments by defrosting system

	% of shipments		% change in units shipped
	1987	1986	1987/86
No-Frost	87.0	89.2	+ 4.4
All Others	13.0	10.8	+28.8
TOTAL	100.0	100.0	+ 7.0

Refrigerator shipments by freezing compartment

	% of shipments		% change in units shipped
	1987	1986	1987/86
Top-Mount	75.5	76.0	+ 6.3
Bottom-Mount	2.0	1.9	+12.6
Side-by-Side	17.0	17.4	+ 4.5
Single Door	5.5	4.7	+25.2
TOTAL	100.0	100.0	+ 7.0

Refrigerator shipments with energy-saving devices

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Energy-Saving Devices	93.0	91.0	+ 9.4
Without Energy-Saving Devices	7.0	9.0	−16.8
TOTAL	100.0	100.0	+ 7.0

Refrigerators *(Continued)*

Refrigerator shipments with automatic ice makers

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Ice Makers	20.0	16.8	+27.4
Without Ice Makers	80.0	83.2	+ 2.9
TOTAL	100.0	100.0	+ 7.0

Refrigerator shipments by retail price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $300	5.5	5.3	+11.0
$300-$399	11.0	9.9	+18.9
$400-$499	15.5	13.8	+20.2
$500-$649	25.5	28.1	− 2.9
$650-$799	19.5	20.3	+ 2.8
$800-$1,000	13.5	13.7	+ 5.4
Over $1,000	9.5	8.9	+14.2
TOTAL	100.0	100.0	+ 7.0

Refrigerator shipments by color

	% of shipments		% change in units shipped
	1987	1986	1987/86
Almond	63.5	60.1	+13.1
Harvest Gold	2.0	3.8	−43.7
White	33.5	33.1	+ 8.3
Other	1.0	3.0	−64.3
TOTAL	100.0	100.0	+ 7.0

Refrigerator sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	37.0	36.0	+10.0
Builder/Contractor	12.5	13.3	+ 0.6
Catalog Showroom	1.0	1.2	−10.8
Catalog Store	31.5	30.9	+ 9.1
Department Store	3.5	3.9	− 4.0
Discount Store	3.5	4.1	− 8.7
Furniture Store	3.0	2.9	+10.7
Home Improvement Center	4.5	3.5	+37.6
Kitchen Remodeler	3.0	3.3	− 2.7
Other	0.5	0.9	−40.6
TOTAL	100.0	100.0	+ 7.0

Refrigerator (top-mount freezer) shipments with through-the-door ice and/or water

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Through-the-Door Options	5.5	5.0	+16.9
Without Through-the-Door Options	94.5	95.0	+ 5.7
TOTAL	100.0	100.0	+ 6.3

Based on 5,077,000 units for '87 and 4,776,000 for '86

Refrigerator (side-by-side freezer) shipments with through-the-door ice and/or water

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Through-the-Door Options	31.0	29.5	+ 9.9
Without Through-the-Door Options	69.0	70.5	+ 2.4
TOTAL	100.0	100.0	+ 4.6

Based on 1,143,000 units for '87 and 1,093,000 for '86

Freezers

Based on 1,180,000 units for '87 and 1,154,000 for '86

Freezer shipments by size

	% of shipments		% change in units shipped
	1987	1986	1987/86
10-14 cu. ft.	18.7	17.9	+ 6.8
15 cu. ft.	29.7	27.8	+ 9.2
16-17 cu. ft.	18.7	16.1	+18.8
18-19 cu. ft.	11.3	11.9	− 2.9
20 cu. ft. or more	21.6	26.3	−16.0
TOTAL	100.0	100.0	+ 2.3

Freezer shipments by defrosting system

	% of shipments		% change in units shipped
	1987	1986	1987/86
No-Frost	6.7	6.1	+12.3
All Others	93.3	93.9	+ 1.6
TOTAL	100.0	100.0	+ 2.3

Freezer shipments by retail price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $300	27.3	27.5	+ 1.5
$300-$399	34.7	34.5	+ 2.8
$400-$499	21.7	22.5	− 1.4
$500-$600	8.5	8.8	− 1.2
Over $600	7.8	6.7	+19.0
TOTAL	100.0	100.0	+ 2.3

Freezer shipments by color

	% of shipments		% change in units shipped
	1987	1986	1987/86
Almond	19.7	20.3	− 0.8
White	79.3	79.0	+ 2.6
Other	1.0	0.7	+46.0
TOTAL	100.0	100.0	+ 2.3

Freezer sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	20.3	18.6	+11.6
Builder/Contractor	0.3	0.5	−38.6
Catalog Store	50.7	50.6	+ 2.5
Department Store	6.3	8.9	−27.6
Discount Store	9.3	10.2	− 6.8
Furniture Store	4.7	3.7	+29.9
Home Improvement Center	1.7	1.7	+ 2.2
Kitchen Remodeler	0.7	0.7	+ 2.2
Other	6.0	5.1	+20.3
TOTAL	100.0	100.0	+ 2.3

COMPACT APPLIANCES

Compact Refrigerators

Based on 702,000 units for '87 and 647,000 for '86

Compact refrigerator shipments by retail price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $120	36.5	34.3	+15.5
$120-$149	31.5	29.7	+15.1
$150-$180	22.0	24.0	− 0.5
Over $180	10.0	12.0	− 9.6
TOTAL	100.0	100.0	+ 8.5

Compact refrigerator shipments by size

	% of shipments		% change in units shipped
	1987	1986	1987/86
2 cu. ft.	24.5	27.5	− 3.3
3 cu. ft.	10.0	9.5	−14.2
4.5 cu. ft.	41.0	40.5	+ 9.8
4.6-6.4 cu. ft.	24.5	22.5	+18.1
TOTAL	100.0	100.0	+ 8.5

AIR TREATMENT

Air Conditioners

Based on 3,659,000 units for '87 and 2,765,000 for '86

Room air conditioner shipments by E.E.R. rating

	% of shipments		% change in units shipped
	1987	1986	1987/86
High E.E.R. (7.5 & over)	75.0	65.7	+51.1
Low E.E.R. (under 7.5)	25.0	34.3	− 3.5
TOTAL	100.0	100.0	+32.3

Room air conditioner shipments by type of controls

	% of shipments		% change in units shipped
	1987	1986	1987/86
Electronic Solid-State	8.7	4.5	+155.8
Mechanical	91.3	95.5	+ 26.5
TOTAL	100.0	100.0	+ 32.3

Room air conditioner shipments by installation type

	% of shipments		% change in units shipped
	1987	1986	1987/86
Regular	87.0	84.6	+36.1
Casement	3.3	3.1	+40.9
Through-the-Wall	9.7	12.3	+ 4.4
TOTAL	100.0	100.0	+32.3

Room air conditioner shipments by size of unit

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under 7,000 BTUs	35.7	34.4	+37.3
7,000-10,999 BTUs	28.7	29.1	+30.5
11,000-19,999 BTUs	26.3	26.8	+29.9
20,000 BTUs & over	9.3	9.7	+26.9
TOTAL	100.0	100.0	−32.3

Room air conditioner shipments by retail price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $150	2.7	4.2	−14.9
$151-$250	25.0	22.9	+44.5
$251-$350	27.7	27.2	+34.8
$351-$450	24.3	23.9	+34.5
$451-$550	11.3	11.5	+30.0
$551-$650	5.0	4.9	+35.0
$651-$750	2.0	2.5	+ 5.9
Over $750	2.0	2.9	− 8.7
TOTAL	100.0	100.0	+32.3

Room air conditioner sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	40.7	38.8	+ 38.8
Builder/Contractor	2.3	2.4	+ 26.8
Catalog Showroom	2.0	1.8	+ 47.0
Catalog Store	21.3	20.9	+ 34.9
Department Store	6.0	8.3	− 4.3
Discount Store	19.7	18.8	+ 38.7
Furniture Store	1.7	1.6	+ 40.6
Home Improvement Center	3.7	1.9	+157.7
Other	2.6	5.5	− 37.5
TOTAL	100.0	100.0	+ 32.3

AIR TREATMENT

Dehumidifiers

Based on 708,000 units for '87 and 553,000 for '86

Dehumidifier sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	33.0	29.0	+ 45.7
Builder/Contractor	3.0	—	—
Catalog Showroom	0.5	2.5	− 74.4
Catalog Store	32.0	35.5	+ 15.4
Department Store	3.5	2.0	+124.1
Discount Store	7.5	6.5	+ 47.7
Furniture Store	4.0	6.0	− 14.6
Home Improvement Center	3.5	6.5	− 31.1
Warehouse Club (Membership)	.8	—	—
Wholesale Club (Non-Membership)	1.7	1.0	+124.1
Other	10.5	11.0	+ 22.2
TOTAL	100.0	100.0	+ 28.0

KITCHEN APPLIANCES: CLEANUP

Dishwashers

Based on 3,982,000 units for '87 and 3,874,000 for '86
Dishwasher shipments by color

	% of shipments		% change in units shipped
	1987	1986	1987/86
Almond	12.7	13.2	− 1.1
Black	3.0	3.9	−20.9
Harvest Gold	1.0	1.1	− 6.5
Wheat	1.0	1.1	− 6.5
White	6.8	7.0	− 0.1
Multipanel Packages	75.0	73.3	+ 5.2
Other	0.5	0.4	+28.5
TOTAL	100.0	100.0	+ 2.8

Dishwasher sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	29.3	27.8	+ 8.3
Builder/Contractor	25.3	27.6	− 5.8
Catalog Showroom	1.3	0.8	+67.0
Catalog Store	20.7	20.4	+ 4.3
Department Store	1.0	1.8	−42.9
Discount Store	3.7	4.5	−15.5
Furniture Store	1.3	1.3	+ 2.8
Home Improvement Center	3.0	2.2	+40.1
Kitchen Remodeler	11.7	10.6	+13.4
Plumbing Contractor	1.3	1.3	+ 2.8
Other	1.4	1.7	−15.4
TOTAL	100.0	100.0	+ 2.8

Dishwasher shipments by type of controls

	% of shipments		% change in units shipped
	1987	1986	1987/86
Electronic Solid-State	8.3	6.5	+30.5
Other	91.7	93.5	+ 0.9
TOTAL	100.0	100.0	+ 2.8

Dishwasher shipments with hot water boosters

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Hot Water Booster	64.0	57.3	+14.8
Without Hot Water Booster	36.0	42.7	−13.3
TOTAL	100.0	100.0	+ 2.8

Dishwasher shipments with drying option

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Energy-Saving Drying Option	82.3	73.7	+14.8
Without Drying Option	17.7	26.3	−30.8
TOTAL	100.0	100.0	+ 2.8

Dishwasher shipments with delay start

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Delay Start	9.3	8.3	+15.2
Without Delay Start	90.7	91.7	+ 1.7
TOTAL	100.0	100.0	+ 2.8

Based on 3,727,000 units for '87 and 3,627,000 for '86
Portable dishwasher shipments by retail price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $250	8.0	9.4	−12.1
$250-$299	15.7	16.8	− 3.5
$300-$349	25.0	24.4	+ 5.8
$350-$399	22.7	20.0	+17.2
$400-$450	13.3	13.2	+ 4.0
Over $450	15.3	16.2	− 2.5
TOTAL	100.0	100.0	+ 3.2

Based on 255,000 units for '87 and 247,000 for '86

Built-in dishwasher shipments by retail price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $250	6.3	6.1	+ 6.1
$250-$299	12.3	13.9	− 9.1
$300-$349	19.3	19.9	− 0.3
$350-$399	22.0	20.5	+10.3
$400-$450	14.7	14.1	+ 7.1
Over $450	25.4	25.5	+ 2.4
TOTAL	100.0	100.0	+ 2.8

Food Waste Disposers

Based on 4,175,000 units for '87 and 4,196,000 for '86
Food waste disposer sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	13.5	13.5	− 0.5
Builder/Contractor	16.5	16.2	+ 1.3
Catalog Store	16.0	17.0	− 6.4
Department Store	1.5	2.0	−25.4
Home Improvement Center	22.5	21.0	+ 6.6
Kitchen Remodeler	12.0	12.0	− 0.5
Plumbing Contractor	17.0	17.0	− 0.5
Other	1.0	1.3	−23.5
TOTAL	100.0	100.0	− 0.5

Trash Compactors

Based on 210,000 units for '87 and 187,000 for '86
Trash compactor sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	25.5	26.3	+ 8.9
Builder/Contractor	20.5	21.3	+ 8.1
Catalog Showroom	1.0	0.5	+123.4
Catalog Store	22.5	18.2	+ 38.8
Department Store	3.5	5.3	− 25.8
Discount Store	1.0	1.3	− 13.6
Home Improvement Center	3.5	4.3	− 8.6
Kitchen Remodeler	22.5	22.8	+ 10.8
TOTAL	100.0	100.0	+ 12.3

Trash compactor shipments by color

	% of shipments		% change in units shipped
	1987	1986	1987/86
Almond	45.0	48.7	+ 3.8
Black	10.0	1.5	+647.3
Harvest Gold	1.5	1.8	− 6.5
Wheat	4.5	7.5	− 32.6
White	36.0	35.0	+ 15.5
Other	3.0	5.5	− 38.8
TOTAL	100.0	100.0	+ 12.3

KITCHEN APPLIANCES: COOKING

Microwave Ovens

Microwave oven sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	26.7	28.5	− 5.7
Builder/Contractor	1.0	1.2	− 16.1
Catalog Showroom	3.8	2.6	+ 47.1
Catalog Store	32.3	30.9	+ 5.2
Department Store	4.7	7.9	− 40.1
Discount Store	14.2	13.6	+ 5.1
Furniture Store	1.7	2.3	− 25.6
Home Improvement Center	1.0	0.6	+ 67.8
Kitchen Remodeler	1.0	1.1	− 8.5
Microwave Specialty Store	2.0	2.6	− 22.6
Warehouse/Wholesale Club	3.6	1.5	+ 141.6
Other	8.0	7.2	+ 11.8
TOTAL	100.0	100.0	+ 0.7

Based on 12,741,000 units for '87 and 12,658,000 for '86
Microwave/convection oven shipments by type of unit

	% of shipments		% change in units shipped
	1987	1986	1987/86
Countertop	86.7	82.9	+ 9.5
Full Range Size	13.3	17.1	−18.6
TOTAL	100.0	100.0	+ 4.7

Based on 382,000 units for '87 and 365,000 for '86
Countertop microwave oven shipments by retail price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $200	54.0	43.1	+25.7
$200-$249	16.3	17.0	− 3.8
$250-$299	10.7	14.6	−26.5
$300-$349	6.7	8.5	−20.9
$350-$399	6.7	5.5	+22.2
$400-$499	3.6	8.4	−57.0
$500-$600	1.0	2.1	−52.2
Over $600	1.0	0.8	+25.4
TOTAL	100.0	100.0	+ 0.3

Based on 11,046,000 units for '87 and 11,010 for '86
Countertop microwave oven shipments by size range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Less than 0.5 cu. ft.	21.0	15.1	+39.5
0.5-0.7 cu. ft.	20.7	23.1	−10.1
0.8-1.0 cu. ft.	22.0	25.3	−12.8
1.1-1.3 cu. ft.	25.7	19.7	+30.9
1.4 cu. ft. & over	10.6	16.8	−36.7
TOTAL	100.0	100.0	+ 0.3

Ranges

Based on 5,750,000 units for '87 and 5,427,000 for '86
Range shipments by color

	% of shipments		% change in units shipped
	1987	1986	1987/86
Almond	54.7	58.9	+ 1.6
Black	4.4	6.3	−26.0
Harvest Gold	3.7	2.5	+56.84
Metallics	8.7	—	—
Wheat	0.7	0.5	+48.3
White	26.9	25.0	+14.0
Other	0.9	6.8	−86.0
TOTAL	100.0	100.0	+ 6.0

Range sales by type of outlet

	% of shipments		% in change in units shipped
	1987	1986	1987/86
Appliance/TV Store	39.8	40.3	+ 4.6
Builder/Contractor	9.8	9.2	+ 12.9
Catalog Showroom	0.8	1.0	− 15.2
Catalog Store	16.0	26.1	− 35.0
Department Store	1.5	3.0	− 47.0
Discount Store	2.7	3.6	− 20.5
Furniture Store	2.2	2.8	− 16.8
Home Improvement Center	1.5	2.0	− 20.5
Kitchen Remodeler	21.0	9.7	+ 129.4
Other	4.7	2.3	+ 116.5
TOTAL	100.0	100.0	+ 6.0

Electric Ranges

Based on 3,618,000 units for '87 and 3,532,000 for '86
Electric range shipments by installation type

	% of shipments		% change in units shipped
	1987	1986	1987/86
Freestanding	69.8	73.0	− 2.1
Slide-In	4.7	4.7	+ 2.4
Drop-In	6.7	7.1	− 3.3
Cooktop	10.0	8.2	+24.9
Built-In Wall Oven	8.8	7.0	+28.8
TOTAL	100.0	100.0	+ 2.4

Electric range shipments by cleaning system

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Self-Cleaning Ovens	53.0	59.7	− 9.1
With Continuous-Clean Ovens	10.8	12.1	− 8.6
Without Cleaning Systems	36.2	28.2	+ 31.5
TOTAL	100.0	100.0	+ 2.4

Electric range shipments which accept options (i.e. grills, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped
	1987	1986	1987/86
Accept Options	9.8	9.5	+ 5.7
Do Not Accept Options	90.2	90.5	+ 2.1
TOTAL	100.0	100.0	+ 2.4

Electric range shipments with double oven

	% of shipments		% change in units shipped
	1987	1986	1987/86
Double-Oven	14.3	14.3	+ 2.4
Other	85.7	85.7	+ 2.4
TOTAL	100.0	100.0	+ 2.4

Electric range shipments by size

	% of shipments		% change in units shipped
	1987	1986	1987/86
24 in. & under	3.7	4.2	− 9.8
30 in.	92.9	93.4	+ 1.9
36 in.	2.4	1.3	+ 89.1
40 in.	1.0	1.1	− 6.9
TOTAL	100.0	100.0	+ 2.4

COMING
IN
MAY
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"400
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MARKET PROFILES

RESIDENTIAL

SOURCE: Edison Electric Institute (Average Residential Customers for the Total Electric Utility Industry)

Third Quarter '87	Number	Percent Change 87/86
New England	**5,079,845**	**+ 3.0**
Connecticut	1,252,004	+ 2.5
Maine	534,147	+ 2.5
Massachusetts	2,226,059	+ 3.3
New Hampshire	450,163	+ 4.6
Rhode Island	367,539	+ 2.0
Vermont	241,933	+ 2.4
Middle Atlantic	**13,330,181**	**+ 1.4**
New Jersey	2,787,400	+ 2.1
New York	6,080,143	+ 1.2
Pennsylvania	4,462,638	+ 1.3
East North Central	**16,425,546**	**+ 1.2**
Illinois	4,230,875	+ 1.0
Indiana	2,089,303	+ 1.8
Michigan	3,527,716	+ 1.4
Ohio	4,673,142	+ 1.1
Wisconsin	1,904,510	+ 1.3
West North Central	**7,022,017**	**+ 1.5**
Iowa	1,132,617	+ 0.5
Kansas	997,282	+ 1.7
Minnesota	1,661,570	+ 1.8
Missouri	2,050,179	+ 2.1
Nebraska	643,050	+ 1.5
North Dakota	258,390	+ 0.1
South Dakota	278,929	+ 1.0
South Atlantic	**16,579,476**	**+ 3.1**
Delaware	259,078	+ 2.8
District of Columbia	185,108	+ 1.3
Florida	5,253,481	+ 4.0
Georgia	2,423,356	+ 2.7
Maryland	1,610,421	+ 3.2
North Carolina	2,631,056	+ 2.9
South Carolina	1,334,789	+ 2.2
Virginia	2,149,982	+ 3.2
West Virginia	732,205	+ 0.7
East South Central	**5,809,774**	**+ 0.6**
Alabama	1,564,147	+ 1.2
Kentucky	1,420,568	+ 0.8
Mississippi	949,611	+ 0.5
Tennessee	1,875,448	+ 0.0
West South Central	**10,147,249**	**+ 0.2**
Arkansas	958,622	+ 0.8
Louisiana	1,601,218	− 0.2
Oklahoma	1,320,011	− 1.0
Texas	6,267,398	+ 0.4
Mountain	**5,054,631**	**+ 2.5**
Arizona	1,296,100	+ 4.8
Colorado	1,344,134	+ 1.5
Idaho	386,583	+ 0.8
Montana	338,952	+ 0.1
Nevada	404,293	+ 5.4
New Mexico	547,547	+ 2.2
Utah	539,325	+ 2.0
Wyoming	197,697	− 1.8
Pacific	**13,115,795**	**+ 2.7**
Alaska	176,898	− 4.1
California	9,747,413	+ 3.1
Hawaii	295,677	+ 2.8
Oregon	1,074,619	+ 1.1
Washington	1,821,188	+ 2.4
TOTAL U.S.A.	**92,564,514**	**+ 1.8**

HOUSING PERMITS

SOURCE: U.S. Department of Commerce (Housing Units Authorized by Building Permits)

Projected from 11 months	Number	Percent Change 87/86
New England	**110,996**	**+ 0.6**
Connecticut	26,660	− 2.2
Maine	9,634	+ 3.2
Massachusetts	40,302	− 9.5
New Hampshire	14,245	− 16.6
Rhode Island	6,809	− 4.5
Vermont	4,652	− 6.7
Middle Atlantic	**173,106**	**− 0.6**
New Jersey	54,733	− 7.2
New York	59,473	+ 0.1
Pennsylvania	58,900	+ 5.7
East North Central	**195,595**	**− 0.7**
Illinois	50,218	− 5.0
Indiana	28,267	− 8.2
Michigan	47,561	+ 0.2
Ohio	45,699	+ 5.2
Wisconsin	23,850	+ 6.5
West North Central	**94,464**	**− 1.6**
Iowa	6,536	+ 8.5
Kansas	11,677	− 8.9
Minnesota	35,776	+ 6.4
Missouri	31,491	− 6.7
Nebraska	5,202	− 15.4
North Dakota	1,859	+ 15.5
South Dakota	1,923	− 4.3
South Atlantic	**438,052**	**− 8.5**
Delaware	6,991	+ 29.3
District of Columbia	1,352	+ 203.8
Florida	175,663	− 7.4
Georgia	64,655	− 15.5
Maryland	44,864	+ 4.8
North Carolina	54,552	− 13.4
South Carolina	21,746	− 18.5
Virginia	66,446	− 8.0
West Virginia	1,783	− 1.6
East South Central	**65,724**	**− 16.7**
Alabama	14,682	− 24.2
Kentucky	13,236	− 5.9
Mississippi	6,025	− 23.0
Tennessee	31,781	− 15.6
West South Central	**70,869**	**− 40.6**
Arkansas	6,547	− 24.7
Louisiana	7,639	− 26.7
Oklahoma	6,062	− 26.1
Texas	50,621	− 45.0
Mountain	**94,305**	**− 31.1**
Arizona	39,139	− 34.7
Colorado	17,557	− 41.2
Idaho	3,340	− 14.8
Montana	859	− 20.8
Nevada	15,827	− 0.5
New Mexico	9,161	− 20.0
Utah	7,832	− 43.7
Wyoming	590	− 32.6
Pacific	**297,696**	**− 14.2**
Alaska	821	− 37.9
California	241,984	− 17.5
Hawaii	6,603	− 1.4
Oregon	11,630	+ 16.8
Washington	36,658	+ 2.5
TOTAL U.S.A.	**1,532,113**	**− 11.9**

PEOPLE ON THE MOVE

Bowman

Kaminski

Whirlpool names **H.W. Bowman**, corporate VP, Whirlpool Corp. and president of Whirlpool Appliance Group; **Kenneth W. Kaminski**, corporate VP of Whirlpool Corp. and president of KitchenAid Appliance Group; **William D. Marohn**, corporate VP of Whirlpool Corp. and president of Kenmore Appliance Group; **Lawrence J. Kremer**, corporate VP and head of International Development Group; and **Stephen F. Holmes**, corporate VP of Technology and Group Services.

Richard W. Aronson appointed district sales manager, Southern Florida, for Modern Maid.

KitchenAid names **Seymour Barker**, general manager, Central zone. Barker replaces **Tom Chapman**, who has moved to Whirlpool Kitchens.

Ronald J. Weiskircher joins Caloric as VP, finance.

STAT WATCH

MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
January, 1988

	January 1988	January 1987	Percent Change
ALL MAJOR APPLIANCES**	**3,557.1**	**4,055.8**	**−12.3**
COOKING — TOTAL	**1,178.1**	**1,572.0**	**−25.1**
Electric Ranges — Total	235.4	281.1	−16.3
Free Standing	188.1	227.6	−17.4
Built-In	47.2	53.4	−11.6
Microwave Ovens/Ranges***	956.8	1,306.3	−26.8
HOME LAUNDRY — TOTAL	**943.4**	**940.5**	**+ 0.3**
Automatic Washers	530.7	505.6	+ 5.0
Dryers — Total	412.7	434.9	− 5.1
Electric	320.8	341.7	− 6.1
Gas	91.9	93.2	− 1.4
KITCHEN CLEAN UP — TOTAL	**683.7**	**805.0**	**−15.1**
Disposers#	360.9	449.3	−19.7
Dishwashers — Total	307.1	337.3	− 9.0
Built-In	282.6	312.8	− 9.7
Portable	24.5	24.5	0.0
Compactors#	15.8	18.5	−14.6
FOOD PRESERVATION — TOTAL	**535.3**	**557.7**	**− 4.0**
Refrigerators	444.3	473.8	− 6.2
Freezers — Total	91.0	84.0	+ 8.3
Chest	49.9	45.7	+ 9.2
Upright	41.1	38.3	+ 7.3
HOME COMFORT — TOTAL	**216.4**	**180.5**	**+19.9**
Room Air Conditioners	199.7	154.8	+29.0
Dehumidifiers#	16.7	25.7	−35.0
GAS RANGES##	**159.4**	**181.3**	**−12.1**

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.
# Current month figures are preliminary.
## Source: GAMA. Not included in cooking total or total shipments. Current month figures are preliminary.
Source: AHAM (Assn. of Home Appliance Manufacturers).

NOTE

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Playing the Megadeal Game

THERE'S a board game currently played by the world's corporate giants. It's called "Mergers and Acquisitions." The latest player is Campeau Corp., which recently concluded a successful two-month battle for Federated Department Stores. The Toronto-based real estate developer paid $6.58 billion and beat out R.H. Macy and Co. in the largest such deal not involving oil companies. Campeau will sell off some Federated discount store and specialty store chains to help pay the debt it has incurred in the takeover, but it will retain Abraham and Straus, Burdine's, Bloomingdale's, Goldsmith's and Lazarus.

While it is difficult to determine whether Campeau or Macy's would be a better partner for Federated, the recent spate of mergers could prompt legislators to make takeovers more difficult, through legal constraints. We disagree. Megadeals may change the face of the retail community in the future, but takeovers—and the threat of takeovers—force executives to run their firms more efficiently and maintain tight focus on their businesses.

Coming: VAT?

IF you've been holding your breath waiting for Congress to carry through its threat to impose a European-style value added tax as a means to reduce the national debt, relax. It's not going to happen under the Reagan administration. Next year, however, regardless of which party occupies the White House, chances are strong Congress will approve a national tax on consumer electronics products.

Unfortunately, finding legislators brave enough to champion the consumer electronics cause won't be easy. Despite the fact that the industry employs thousands of Americans in manufacturing, sales, distribution and retailing, the industry is perceived as "Japanese." This perception always provokes vociferous opposition from lawmakers who cling to the notion that this country's trade and budget deficit will disappear through a tax on our products.

What they don't realize is that competition in this country is likely to be different in the future. With U.S. wage levels now below those of West Germany and Japan—and approaching those of France and Italy—(mostly, but not entirely, due to the shift in the dollar) most goods will be produced here by U.S.-based, if not always U.S.-owned, companies. Any tax on sales will only reduce sales, not reduce America's stubborn trade deficit.

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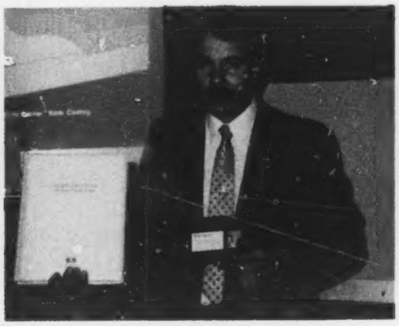

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PEOPLE ON THE MOVE

Yamaha Electronics names **Irwin Zucker** product manager.

Maurice de Hond named president of Vendex Pacific.

Code-A-Phone names **Viston Smith** director, marketing.

Goodtimes/Kids Klassic Distributing Corp. names **William B. Follett** COO.

Robert D. Gordon named VP, marketing and sales for Whistler Corp.

Dennis Burke appointed president of Dynascan's Cobra Electronics Group.

Gordon

Burke

Thomson Consumer Electronics names four VPs: **Donald G. Dight**, VP, information systems; **William F. Martx**, VP and general counsel; **Alan J. McDonald**, VP, employee relations; and **Ronald D. Yancey**, VP, finance. Also, **Joseph P. Clayton** promoted to VP, product manager, as part of realignment of the sales and marketing functions involving the RCA and GE brands; and **Dennis D. Edson** named general manager, distributor and special products operation.

Dight

Yancey

Norma Levy appointed VP, business affairs, for Heron Communications and its four divisions including Media Home Entertainment, Fox Hills Video, High-Tops Video and Condor Video.

Scholastic Software names **Peter Kelman** VP and publisher.

Kraco appoints **Maurice Nieman** VP, telecommunications division.

Nieman

Golderer

Okidata names **Edward Golderer** VP, marketing.

Minoru Yoshimura named board chairman of Fotomat Corp., a subsidiary of Konica Corp. **Masanori Ishiko** replaces Yoshimura as president of Konica U.S.A.

Fuji Photo Film U.S.A. appoints **William Drysdale** audio product manager, magnetic products division.

Drysdale

Brown

Falcon Safety Products names **Robert W. Brown** director, marketing and sales.

Sharon Black named media coordinator at Orion Home Video.

Len Schneider appointed national product/advertising manager at Onkyo.

STAT WATCH

TOTAL U.S. MARKET STATISTICS

Sales to Retailers

February 1988 vs. February 1987

(In Units)

	February 1988	February 1987	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,336,787	1,424,569	– 6.2	2,558,513	2,787,851	– 8.2
Monochrome	180,337	240,507	–25.0	386,305	500,501	–22.8
TOTAL TV*	**1,517,124**	**1,665,076**	**– 8.9**	**2,944,818**	**3,288,352**	**–10.4**
Projection TV	16,899	22,364	–24.4	38,729	43,630	–11.2
Home VCR	827,664	979,271	–15.5	1,647,727	1,988,342	–17.1
Camcorders**	87,380	66,000	+32.4	168,674	151,933	+11.0

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Changes at Maytag: **Carleton F. Zacheis** promoted to corporate VP, planning and product services; and **C. Wayne Creagan** elected to board of directors. Also, **Keith Comly** and **Edward W. Rumsas** appointed VPs of Domicor, the international subsidiary of Maytag Corp.

Comly

Hamilton

John Lomacz appointed VP, sales and marketing at Dacor.

Caloric promotes **Bruce W. Mann** to VP, Topton operations.

AHAM names **Wayne Hamilton** director of gas appliance services and **James Nolan** VP, portable appliance.

William Lanham joins Welbilt Corp. as president and COO of Welbilt's Food Machinery Engineering subsidiary.

The Laundry division of White Consolidated Industries Major Appliance Group names **Thomas S. Kaczmarek** VP, marketing.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
February, 1988

	February			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	**3,892.7**	**3,595.6**	**+ 8.3**	**7,612.3**	**7,831.7**	**− 2.8**
COOKING — TOTAL	**1,347.1**	**1,244.2**	**+ 8.3**	**2,678.9**	**2,996.6**	**−10.6**
Electric Ranges — Total	243.7	247.5	− 1.5	479.0	528.6	− 9.4
Free Standing	192.5	195.9	− 1.7	380.7	423.5	−10.1
Built-In	51.1	51.6	− 1.0	98.3	105.0	− 6.4
Gas Ranges — Total	168.6	160.2	+ 5.2	322.3	340.5	− 5.3
Free Standing	159.3	150.7	+ 5.7	303.2	321.6	− 5.7
Built-In	9.3	9.5	− 2.1	19.1	18.9	+ 1.1
Microwave Ovens/Ranges***	950.0	850.1	+11.8	1,907.6	2,156.4	−11.5
HOME LAUNDRY — TOTAL	**912.1**	**812.4**	**+12.3**	**1,855.5**	**1,752.9**	**+ 5.9**
Automatic Washers	519.1	446.6	+16.2	1,049.8	952.2	+10.2
Dryers — Total	393.0	365.8	+ 7.4	805.7	800.7	+ 0.6
Electric	304.6	285.3	+ 6.8	625.4	627.0	− 0.3
Gas	88.4	80.4	+10.0	180.3	173.7	+ 3.8
KITCHEN CLEAN UP — TOTAL	**678.6**	**710.0**	**− 4.4**	**1,362.7**	**1,515.0**	**−10.1**
Disposers#	359.7	367.2	− 2.0	721.0	816.5	−11.7
Dishwashers — Total	298.0	323.5	− 7.9	605.0	660.8	− 8.4
Built-In	275.0	302.6	− 9.1	557.6	615.4	− 9.4
Portable	22.9	20.9	+ 9.6	47.5	45.4	+ 4.6
Compactors#	20.9	19.3	+ 8.3	36.7	37.7	− 2.7
FOOD PRESERVATION — TOTAL	**566.7**	**543.2**	**+ 4.3**	**1,103.8**	**1,101.0**	**+ 0.3**
Refrigerators	477.4	461.1	+ 3.5	923.3	934.9	− 1.2
Freezers — Total	89.3	82.1	+ 8.8	180.5	166.1	+ 8.7
Chest	48.5	45.4	+ 6.8	98.5	91.1	+ 8.1
Upright	40.8	36.7	+11.2	82.0	75.0	+ 9.3
HOME COMFORT — TOTAL	**388.3**	**285.8**	**+35.9**	**611.4**	**466.3**	**+31.1**
Room Air Conditioners	324.1	242.9	+33.4	523.8	397.7	+31.7
Dehumidifiers#	64.2	42.9	+49.7	87.6	68.5	+27.9

*Domestic plus export shipments: includes both U.S. produced and imported products.

**Numbers do not add because of overlapping product categories.

***Includes microwave ovens and combination microwave ovens/ranges.

#Current month figures are preliminary.

Source: AHAM (Assn. Home Appliance Manufacturers).

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Dealerscope Merchandising

JUNE 1988
$7.00

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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E ABC's
SELLING

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tell how it's done

BIG WINNER AT CES: Home/Office

SHOWTIME!

SCES '88 line intros:
CD, fax, vidgames buying binge

Will new taxes KO '89 sales?

PROFILE: Blockbuster Video

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BPA

PERISCOPE

No Optical Illusion

IT IS quite possible that the Consumer Electronics Show of summer 1988, being presented this week in Chicago, will be remembered less for product introduction and more for sound effects: the high-pitched hiss of steam going out of consumer spending in several product categories.

Which makes it more difficult for the typical showgoer, up to his eyeballs in brochures, sales managers and hosted dinners, all the while worrying if he's getting the best price, to remember that the main point of CES is to plan for the future. A future that increasingly looks as if it will be dominated by laser optical media in audio, video and computer applications.

Compact discs you know about. CDs are, as they say, hot. How hot are they? According to the Recording Industry Association of America (RIAA) 102.1 million CDs were sold last year and more CDs than LPs will be sold this year, a first. At CES you'll see every variation of CD and CD player, as well as CD singles, CD Video and CD Graphics software and hardware. There is also a better than even chance someone will display CD-I (interactive) and data storage CD-ROM equipment. Look, too, for discussion of erasable CD technology that would allow repeat recording, as being developed by Tandy and others.

Wags and doubters who deny the optical video disc as a mass market item can no longer look to shortcomings in the product mix to support their claim. At CES, combination LV/CD players will be displayed by Yamaha, Sony, Sanyo and others, in addition to new models offered by current suppliers Pioneer and Magnavox. At least one model, Pioneer's LD-W1, offers four-side (double disc) capability, allowing the user to play both sides of two discs without changing or turning over the disc.

With emphasis on videotape software shifting from rental to sell-through, and with CD video applications emerging, the time could be right to take a second, longer look at LV as part of an all-optical marketing strategy.

Murray Slovick

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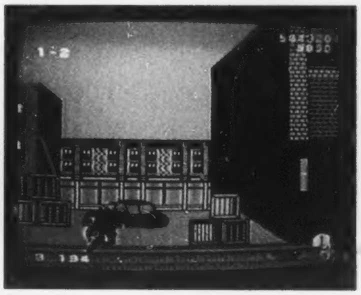
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PEOPLE ON THE MOVE

Joseph F. Fogliano appointed president and CEO, Thomson Consumer Electronics.

Fogliano *Whims*

Worlds of Wonder cofounder **James L. Whims** appointed general manager/executive VP, Data East USA.

Mindscape appoints **Roger T. Young**, executive VP.

Bob Pierce, VP, sales and marketing, appointed to Aiwa board of directors.

James Fifield named president and COO, EMI Music Worldwide.

MCA Home Video names **Roger Mill**, director, new markets; and **Anthony Zummo III**, director, legal affairs.

Newly formed Radio Vision Video appoints **Steve Galloway**, executive VP and COO and **Kevin Johnston**, senior VP, sales and marketing.

Toshiba names **Michael J. Larson** VP, national accounts and special markets.

Noel Kaplan named president, Cellular Wholesalers.

Kaplan *Widlicka*

Ricoh appoints **John A. Widlicka** director-alternate channels, Copier Products Group; and **Wayne Mize** VP, office products support, customer service group.

Carol Pough of Video Cassettes Unlimited (Santa Ana, CA) elected secretary, VSDA.

Chaparral Communications names **John McGuigan** director, marketing, and **Roger Samdahl**, director, engineering.

Changes at HBO Video: **Eric Kessler** to senior VP, marketing; **Henry McGee**, senior VP, programming; and **Tracy Dolgin**, VP, marketing, new releases and sell-through.

Mitsubishi Electric Sales America appoints **Takashi Kiuchi**, president and CEO, succeeding **Ken Kitamura**, who returns to Japan to become general manager, Mitsubishi's Energy and Industry Systems Group.

Brad Friedrich promoted to director, marketing, Magnetic Products Division, Fuji Photo Film U.S.A.

Friedrich *Peterson*

Heath/Zenith Consumer Products Group, a division of Heath Co., names **Bruce Peterson** marketing manager.

Resignations in wake of Vista Home Video's purchase by IVE: chairman/president/CEO **Nicholas Santrizos**; executive sales and marketing VP **Jay Press**; and ad, promotion and merchandising VP **Catherine McAdam**.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
March 1988 vs. March 1987
(In Units)

	March 1988	March 1987	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,718,993	1,710,779	+ 0.5	4,277,506	4,498,630	− 4.9
Monochrome	208,150	268,968	−22.6	594,455	769,469	−22.7
TOTAL TV*	**1,927,143**	**1,979,747**	**− 2.7**	**4,871,961**	**5,268,099**	**− 7.5**
Projection TV	22,156	22,403	− 1.1	60,885	66,033	− 7.8
Home VCR	997,373	1,025,596	− 2.8	2,645,100	3,013,938	−12.2
Camcorders**	116,660	77,143	+51.2	285,334	229,076	+24.6

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Robert Sisco appointed national sales manager, appliance division, Hitachi Sales Corp.

Microwave Filter Co. appoints **Jay LaBarge**, VP, marketing, and **Robert Portmess**, VP, manufacturing.

Thermador/Waste King names **Walter M. Fithcett** and **Dave Turner** district managers for the California sales division.

Sisco

LaBarge

Admiral Co. names **Thomas J. Haenisch**, product manager, refrigeration.

E.L. Coveney retires as president, WCI Cabinet Group; and **Dean R. Baird**, VP and general manager of the Schrock division of WCI Cabinet Group, takes additional position of president.

Nancy Clifton appointed senior counsel and director within the Whirlpool Law Department—Whirlpool Acceptance Corp. Clifton will have responsibility for providing legal services.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
March, 1988

	March			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	**4,125.8**	**4,216.7**	**− 2.2**	**11,809.2**	**12,048.4**	**− 2.0**
COOKING — TOTAL	**1,167.8**	**1,280.0**	**− 8.8**	**3,887.0**	**4,276.6**	**− 9.1**
Electric Ranges — Total	251.0	279.1	−10.1	770.3	807.7	− 4.6
Free Standing	200.5	224.8	−10.8	621.4	648.3	− 4.1
Built-In	50.5	54.3	− 7.0	148.9	159.3	− 6.5
Gas Ranges — Total	170.7	183.5	− 7.0	493.0	524.0	− 5.9
Free Standing	158.6	172.2	− 7.9	461.8	493.8	− 6.5
Built-In	12.1	11.3	+ 7.1	31.2	30.2	+ 3.3
Microwave Ovens/Ranges***	761.4	830.9	− 8.4	2,669.0	2,987.3	−10.7
HOME LAUNDRY — TOTAL	**857.2**	**900.4**	**− 4.8**	**2,742.0**	**2,653.3**	**+ 3.3**
Automatic Washers	497.9	510.4	− 2.4	1,536.4	1,462.6	+ 5.0
Dryers — Total	359.2	390.0	− 7.9	1,205.6	1,190.7	+ 1.3
Electric	276.6	299.3	− 7.6	942.6	926.3	+ 1.8
Gas	82.7	90.7	− 8.8	263.0	264.4	− 0.5
KITCHEN CLEAN UP — TOTAL	**692.6**	**736.3**	**− 5.9**	**2,055.7**	**2,251.3**	**− 8.7**
Disposers#	361.2	364.9	− 1.0	1,082.5	1,181.4	− 8.4
Dishwashers — Total	307.7	349.7	−12.0	912.7	1,010.4	− 9.7
Built-In	288.0	329.2	−12.5	845.6	944.7	−10.5
Portable	19.7	20.4	− 3.4	67.2	65.8	+ 2.1
Compactors#	23.7	21.8	+ 8.7	60.5	59.5	+ 1.7
FOOD PRESERVATION — TOTAL	**593.8**	**621.7**	**− 4.5**	**1,697.6**	**1,722.6**	**− 1.5**
Refrigerators	512.2	517.0	− 0.9	1,435.5	1,451.8	− 1.1
Freezers — Total	81.6	104.7	−22.1	262.1	270.8	− 3.2
Chest	43.6	59.6	−26.8	142.1	150.7	− 5.7
Upright	38.0	45.1	−15.7	120.0	120.1	− 0.1
HOME COMFORT — TOTAL	**814.4**	**678.3**	**+20.1**	**1,426.9**	**1,144.6**	**+24.7**
Room Air Conditioners	701.6	568.7	+23.4	1,225.4	966.4	+26.8
Dehumidifiers#	112.8	109.6	+ 2.9	201.5	178.2	+13.1

*Domestic plus export shipments: includes both U.S. produced and imported products.

**Numbers do not add because of overlapping product categories.

***Includes microwave ovens and combination microwave ovens/ranges.

#Current month figures are preliminary.

Source: AHAM (Assn. of Home Appliance Manufacturers).

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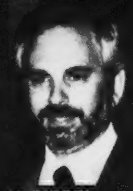
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The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

TOWER VIDEO

Tower Video Takes Manhattan

Financing/Credit:
The newest twists and turns

SUMMER CES

- **11-page gallery of highlights**
- *Top-end lines wow Chicago show*
- *Profitability: Getting down to solutions*
- *Glimpses of the Home/Office future*

Microwaves:
Is your inventory ready for fall?

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BPA

PERISCOPE

A Bit Disappointing

IT HARDLY took the four days of CES to realize that sales managers attending the show without a full schedule of dealer appointments had a tough row to hoe. At most booths walk-in traffic never materialized; retailers browsing up and down the aisles found that sales reps would lock onto them like an F16's fire control radar.

Despite the great wealth of manufacturing talent represented at McCormick Place, which makes the Chicago event one of the world's four showplaces of consumer electronics, along with the Tokyo and Berlin shows and—of course—Las Vegas, SCES also was a relatively low-tech proposition. New IDTV (improved definition television) entries were about the best that tech-oriented showgoers could hope for. Mostly, SCES was less about the technologies of the future and more about drifting toward Detroit's example of innovation through face-lifting.

Now turn to page one of the rule book where it says all competitors in a given market segment have to exhibit at CES. Cross that out. At SCES, for instance, many of the big tape marketers were not exhibiting on the show floor. Missing were 3M (a last-minute dropout), Kodak, Konica, Maxell, Polaroid, and TDK. BASF, Fuji, Memtek, Sony, Panasonic and Samsung did display tape.

While most companies are not considering skipping either CE show, one result of SCES is likely to be a second, closer look at the cost of doing business at the shows. Waterfalls, flashing lights and magicians do not attract dealers with serious inquiries—attractive products and programs do. One would think the multimillion-dollar show palace of the CD Video group in 1987 would have taught the industry a lesson about the foolishness of extravagant booth design. (Interestingly, CD-V was not to be seen in or around SCES.)

Many CES workshops and panel sessions—both paid and free—also suffered from dealer attendance undernourishment. After the video hardware panel chaired by this writer, which was attended by a cozy group of friends and neighbors, I spoke to an attendee who had a couple of interesting theories as to why these sessions weren't pulling SRO crowds as in the past. Name of this fellow—who's retired now—is Wayman, and he suggested that the day/time scheduling of some events was inappropriate and that attendance might have been improved by placing sessions closer to the exhibit areas for the given categories; i.e., audio and video session in McCormick Place East rather than McCormick Place North. Hmmm. Guess this fellow did know a thing or two about running the show after all.

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MAJOR APPLIANCE MERCHANDISING
The mix does the trick for WCI 88

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Home Office

RETAILING

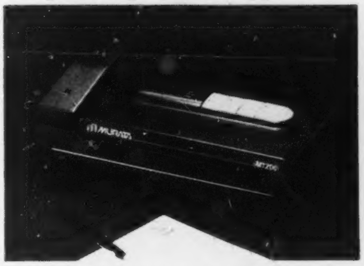
Murata Gears Up for Retail Channels

MURATA completes its initial rollout of the M1200 and M1600 facsimile machines by signing more than 100 retailers and distributors nationwide.

"Our commitment to the retail facsimile market helped us penetrate the market quickly," said Michael Franz, president and CEO. "Back in November, we set goals with plans to announce our new product line in January and to start shipping our products in March. We've already surpassed those goals, making us a leader in the booming retail market."

Included among the new retail accounts are West Coast retailers Freeway Stores, May Co. and Redco. Other accounts include ABC Appliances in Detroit, Best Products on the East Coast, and American Express.

Murata's launch into the retail facsimile market is accompanied by retailer support that features a 90-day warranty with an optional extended warranty program, a toll-free customer service number, and on-site repair. It also offers a national advertising campaign, co-op advertising programs for retailers and point-of-purchase support.



Murata's M-1200, the first faxphone to break the $1,000 price barrier, is expected to be a leading entry.

"It takes more than just a good product to be successful in this industry," said Michael Norris, executive VP. "It takes a commitment to retailers who are really responsible for a product's success."

Under its Full-Circle Service Program, Murata offers consumers on-site repair for 90 days. Extended one- or two-year warranty contracts for on-site repair also are available. "Post-sale servicing is one of the greatest anxieties of consumer electronics retailers," said Norris. "We've taken the headaches out while giving retailers a way to increase customers' long-term satisfaction."

If a Murata facsimile machine requires servicing, Murata dispatches to the site one of its 1,100 service technicians, contracted from General Electric Computer Services.

According to Franz, Murata's M1200 and M1600 personal facsimile machines are designed specifically for retail distribution. Other manufacturers' facsimile products available in the market are typically business fax machines, repackaged and renumbered for retail distribution.

Priced at $899.95, the M1200 is the industry's lowest-priced personal facsimile machine.

Home/Office Growth Doubles

IN a CES briefing on the home/office market, Thomas E. Miller, director of research for the National Work-at-Home Survey conducted by Link Resources, reported that two million more Americans began working at home in the last year.

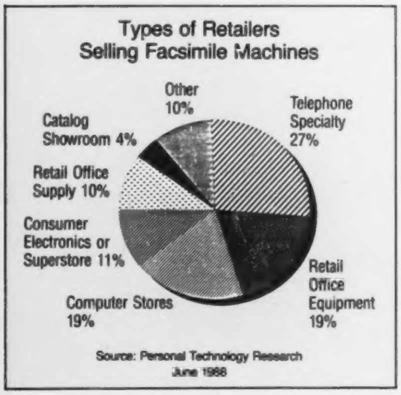
According to Miller, this is more than double the number who began working at home the previous year. The work-at-home total now is nearly 24 million people. "This dramatic increase clearly illustrates the powerful appeal of home-based work styles," Miller said. "More people are doing more kinds of job-related tasks at home, thereby fueling the demand for new home/office products and services that help them do their work more effectively."

Miller also reported that computers have penetrated 35.5 percent of home worker households, compared to 22 percent of all consumer households; full-time home workers increased more than 20 percent; total average hours worked at home grew from 14.2 hours/week to 19.8 hours/week this year; and more than 13 million people now work eight or more hours a week at home.

Other home/office products that have grown considerably, according to Link's 1988 data, include modems, copiers, stand-alone word processors, feature telephones, and answering machines.

The data confirms that home workers comprise a very upscale population because of the high incidence of dual-career households. "Their demographic profile is consistently above the U.S. norms for income and education, making them premium buyers not only of home/office products, but of all kinds of consumer electronics, plus innovative information services likely to appear in the near future," Miller said.

Retail distribution of facsimile developing recent telephone survey shows



Source: Personal Technology Research June 1988

Facsimile continues to shift from specialty dealerships to specialty retailing.

PEOPLE ON THE MOVE

Irv Fulton promoted from senior VP to executive VP and appointed to board for Hitachi Sales Corp. of America.

Mindscape appoints **Roger T. Young** executive VP.

Stephen Frishberg named VP and general counsel for West Coast Video.

General Electronics names **John Constantine** president of U.S. operations.

Constantine

Hwang

I.H. Hwang assumes responsibility of Goldstar of America operations.

John Lostroscio appointed National Dealer Development Manager for Advent.

Richard Kerin (VP, sales and operations division, Erol's Video) appointed to board of directors, VSDA.

Panasonic Industrial Co. names **George Dzan** assistant general manager for magnetic media division.

Northwestern Bell names **Robert J. Fitzpatrick** president.

MGM/UA names **Bud O'Shea** president and COO.

The Akai Division of Mitsubishi Electric Sales of America recently promoted **Mark Gomi** from marketing manager to marketing/product manager.

Matsushita corporate communications division names **Justin Camerlengo** general manager. Continues as Matsushita news center director.

William Schaeffer resigns from Bush Industries; **William Compton** promoted to national sales manager.

Compton

Rivera

Ralph Rivera appointed general manager, Condor Video.

James Frische promoted from executive VP to president, Sony's Digital Audio Disc Corp.

National Association of Video Distributors elects board of directors: **Doug Meadows** (Source Video); **August Umlauf** (Baker & Taylor); and **Walt Wiseman** (Major Video Concepts). **Wiseman** also elected president, **Umlauf**, VP and **Dalton McArthur** (Video One Canada), secretary/treasurer.

Component Guard appoints **Vince Wheeler** director, special markets.

Wheeler

Dattilo

Daniel Dattilo named Sharp's national marketing manager, consumer audio division.

CBS/Fox Video names **George Krieger** president/CEO.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
April 1988 vs. April 1987
(In Units)

	April 1988	April 1987	Percent Change	Year-to-date 1988	Year-to-date 1987	Percent Change
TELEVISION						
Color	1,454,201	1,302,584	+11.6	5,731,707	5,801,214	– 1.2
Monochrome	199,906	208,362	– 4.1	794,361	977,831	–18.8
TOTAL TV*	**1,654,107**	**1,510,946**	**+ 9.5**	**6,526,068**	**6,779,045**	**– 3.7**
Projection TV	15,657	15,029	+ 4.2	76,542	81,062	– 5.6
Home VCR	802,977	878,318	– 8.6	3,448,077	3,892,256	–11.4
Camcorders**	120,086	107,536	+11.7	405,420	336,612	+20.4

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

AHAM elects 1988-89 officers: **Frederick H. Hallett**, chairman; **Paul A. Martin**, first vice chairman; **D.L. Seals**, second vice chairman; and **Janis C. Cooper**, treasurer. Elected to board of directors are **George E. Wardeberg**, **Janis C. Cooper** and **David T. McGoldrick**.

Martin

Geary

Bailie

Farmer

Whirlpool names **Thomas C. Filstrup** to director, corporate finance.

Whirlpool Corp. introduces Roper brand appliances management team: **Joseph E. Geary**, director, marketing and sales; **Thomas Bailie**, product manager; and **Mark Farmer**, merchandising manager.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
April, 1988

	April			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	**4,058.0**	**4,150.3**	**– 2.2**	**15,799.4**	**16,216.4**	**– 2.6**
COOKING — TOTAL	**1,179.4**	**1,349.9**	**–12.6**	**5,025.8**	**5,626.4**	**–10.7**
Electric Ranges — Total	253.1	281.2	–10.0	982.8	1,088.8	– 9.7
Free Standing	204.6	228.4	–10.4	785.5	876.7	–10.4
Built-In	48.5	52.8	– 8.1	197.3	212.1	– 7.0
Gas Ranges — Total	162.8	157.0	+ 3.7	655.8	681.0	– 3.7
Free Standing	152.1	147.1	+ 3.4	613.9	641.0	– 4.2
Built-In	10.7	9.8	+ 9.2	41.9	40.0	+ 4.8
Microwave Ovens/Ranges***	777.5	925.4	–16.0	3,446.5	3,912.8	–11.9
HOME LAUNDRY — TOTAL	**798.8**	**798.5**	**0.0**	**3,504.2**	**3,453.8**	**+ 1.5**
Automatic Washers	470.6	460.8	+ 2.1	2,009.7	1,924.9	+ 4.4
Dryers — Total	328.2	337.7	– 2.8	1,494.6	1,528.9	– 2.2
Electric	256.7	264.2	– 2.8	1,160.1	1,191.1	– 2.6
Gas	71.5	73.5	– 2.7	334.5	337.8	– 1.0
KITCHEN CLEAN UP — TOTAL	**659.1**	**706.2**	**– 6.7**	**2,715.1**	**2,958.1**	**– 8.2**
Disposers#	305.8	352.0	–13.1	1,388.7	1,533.4	– 9.4
Dishwashers — Total	334.4	337.0	– 0.8	1,247.1	1,348.0	– 7.5
Built-In	315.2	318.4	– 1.0	1,160.8	1,263.5	– 8.1
Portable	19.1	18.6	+ 2.7	86.3	84.4	+ 2.3
Compactors#	19.0	17.2	+10.5	79.4	76.7	+ 3.5
FOOD PRESERVATION — TOTAL	**641.0**	**628.1**	**+ 2.1**	**2,338.7**	**2,355.3**	**– 0.7**
Refrigerators	533.3	531.3	+ 0.4	1,968.8	1,986.9	– 0.9
Freezers — Total	107.8	96.8	+11.4	370.0	368.4	+ 0.4
Chest	55.4	51.2	+ 8.2	197.3	202.5	– 2.6
Upright	52.4	45.6	+14.9	172.6	165.9	+ 4.0
HOME COMFORT — TOTAL	**779.7**	**667.7**	**+16.8**	**2,215.5**	**1,822.8**	**+21.5**
Room Air Conditioners	686.0	542.4	+26.5	1,892.0	1,519.4	+24.5
Dehumidifiers#	93.7	125.2	–25.2	323.5	303.4	+ 6.6

*Domestic plus export shipments: includes both U.S. produced and imported products.

**Numbers do not add because of overlapping product categories.

***Includes microwave ovens and combination microwave ovens/ranges.

#Current month figures are preliminary.

Source: AHAM (Assn. of Home Appliance Manufacturers).

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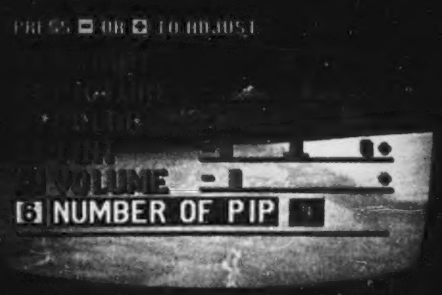
The Marketing Magazine for Consumer Electronics and Major Appliance Retailing



High-Tech TV

Fall Appliance Promotions

AUTOSOUND Shoot-Out in L.A.

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- PPT: Straight Talk
- Retailers: Pain and Gai

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BPA

PERISCOPE

Symptom of a Larger Problem

AND then there were none.

It now appears that barring a last minute rescue, Zenith, the only U.S.-based maker of television sets, will be sold to overseas interests.

Is the sale of Zenith another sign of America in decline? Not really. It is simply part of the United States' moving from a material-based to a knowledge-based production economy.

And yet the absence of a U.S.-based TV brand does seem to contribute to the feeling that we are slipping as the world's undisputed number one economic power.

Part of the reason is that we seem to be losing our competitive edge, and most of the reason for that can be traced to the budget deficit.

The new administration, in our view, must make its top priority bringing the budget deficit under control. The deficit is linked to the trade deficit: We use more goods and services than we produce, importing the difference and borrowing money to pay the bill.

Since the borrowed money comes from abroad, the United States must maintain high interest rates to attract foreign funds. Consequently, companies based overseas often can raise capital at home at cheaper rates than U.S.-based firms, using the money for new plant and equipment, which, in turn, results in higher productivity.

To close the budget gap, the consumer electronics and major appliance industries would be better served by curbed government spending, and not by a levy on consumer consumption of our products, as some legislators are considering.

For one thing, there is ample evidence that our products are mainstream items and essential components in most American households—not luxury items as is a common misconception.

For example, a recent study conducted by the Gallup Organization for EIA/CEG found TVs in 99 percent of all households, VCRs in 65 percent, "boom boxes" in 48 percent and audio speakers in 40 percent of U.S. households.

Even if you question some of the individual product findings (we have our doubts about the boom box figure), overall, as EIA/CEG VP Tom Friel put it, "Rather than gadgets for a privileged few, our survey shows that consumer electronics products are solidly in the mainstream and essential to our work, daily life and recreation."

Murray Slovick

August 1988
Volume 30, No. 7

Dealerscope Merchandising

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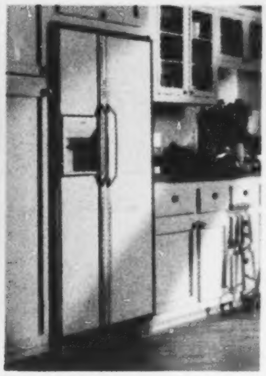
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PEOPLE ON THE MOVE

Harold Plunk named VP and Chief Financial Officer of Jasco Products Co.

Plunk

Williams

NEC promotes **Brian Williams** to director of product planning and merchandising, Audio/Video Division.

Marino Andriani resigns from Emerson Radio Corp. **Edward K. Ryan** named VP, sales.

GoodTimes Home Video appoints **Ronald W. Chaimowitz** executive VP, sales and marketing.

AVA Plus elects board of directors: **Roger Barielle**, Star Video (Baton Rouge, LA); **Bill Mitchell**, Tapes to Go (Medina, OH); and **William Patterson**, Columbus Tape & Video (Columbus, GA).

Paul Kofman named product manager at Discwasher.

Palmer Video appoints **Calvin P. Winick**, National Director of Franchise Development.

Richter

Winick

Joe Richter appointed VP, Home Audio Division, at Kenwood.

Blockbuster Entertainment appoints **Luigi Salvaneschi** president and COO, and **Robert A. Guerin Jr.** VP, national development.

Mitsubishi names **Jeff Harris** National Audio Director.

Sony Corp. of America promotes **Frank Lesher** to corporate senior VP.

Goldstar names **Il Hoon Hwang** president, U.S. operations.

Marion Baker resigns from Royal Consumer Business Products.

Roy Goldschmidt named audio/video product manager at Casio.

Atari adds staff to Entertainment Electronics Division: **Ronald L. Stringari**, VP, sales and merchandising; **Bob Harris**, marketing director; **Jeneane Harter**, division marketing manager.

Ricoh names **Mike Izushima** VP, Peripheral Products Division.

Jock G. Terry named president, Keyosk Corp.

Terry

Sherwood

Daniel Sherwood named VP of national accounts for buying groups and power retailers for the Magnavox brand of Philips Consumer Electronics. Sherwood continues his responsibilities as division general manager for the Magnavox mid-Atlantic sales division. Also, **Richard Caldwell** appointed home audio marketing manager.

Microamerica appoints **Kristin Rogers** VP, U.S. sales, and **Richard Fraser**, VP, major reseller accounts.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
May 1988 vs. May 1987
(In Units)

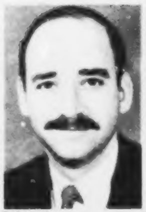
	May 1988	May 1987	Percent Change	Year-to-date 1988	Year-to-date 1987	Percent Change
TELEVISION						
Color	1,298,057	1,234,394	+ 5.2	7,029,764	7,035,608	− 0.1
Monochrome	206,593	201,377	+ 2.6	1,000,954	1,179,208	−15.1
TOTAL TV*	**1,504,650**	**1,435,771**	**+ 4.8**	**8,030,718**	**8,214,816**	**− 2.2**
Projection TV	19,648	15,652	+25.5	96,190	96,714	− 0.5
Home VCR	709,275	778,497	− 8.9	4,157,352	4,670,753	−11.0
Camcorders**	165,036	113,085	+45.9	570,456	449,697	+26.9

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

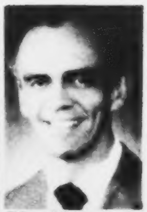
*Excludes Projection Television
**Included in Home VCR
Source: Electronic Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Members re-elected to additional three-year terms on the Board of Directors at AHAM: **Edward A. Baily**, director of government and industry relations NAO, Carrier Corp. (Syracuse, NY); **Charles M. Marino**, VP, marketing, RAC, Friedrich Air Conditioning & Refrigeration (San Antonio, TX); **F. Jack Pluckhan**, president, Quasar Co. (Elk Grove Village, IL), Matsushita Electric Corp.; and **Daniel J. Stubler**, president, Toastmaster Inc. (Columbia, MO).



Marino



Pluckhan

Douglas D. Weekly promoted to corporate director, taxes, at Maytag Corp.

Salmi Co. appoints **David J. Gratton**, executive VP.

Major Appliance Consumer Action Panel elects new chairman, **Dr. Marilyn Pogue Nagy**, associate professor, Department of Human Environmental and Consumer Resources, Eastern Michigan University.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS

May, 1988

	May			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	**4,117.2**	**4,114.5**	**+ 0.1**	**19,913.4**	**20,330.9**	**− 2.1**
COOKING — TOTAL	**1,095.7**	**1,213.9**	**− 9.7**	**6,121.7**	**6,840.3**	**−10.5**
Electric Ranges — Total	244.5	256.0	− 4.5	1,227.6	1,344.8	− 8.7
Free Standing	196.7	206.7	− 4.8	982.4	1,083.4	− 9.3
Built-In	47.8	49.4	− 3.2	245.1	261.4	− 6.2
Gas Ranges — Total	168.2	154.2	+ 9.1	824.0	835.1	− 1.3
Free Standing	158.8	144.9	+ 9.6	772.6	785.9	− 1.7
Built-In	9.4	9.2	+ 2.2	51.3	49.2	+ 4.3
Microwave Ovens/Ranges***	697.4	815.4	−14.5	4,143.9	4,728.1	−12.4
HOME LAUNDRY — TOTAL	**868.4**	**774.8**	**+12.1**	**4,372.6**	**4,228.6**	**+ 3.4**
Automatic Washers	515.0	451.7	+14.0	2,524.7	2,376.6	+ 6.2
Dryers — Total	353.4	323.1	+ 9.4	1,848.0	1,852.0	− 0.2
Electric	271.3	254.3	+ 6.7	1,431.3	1,445.4	− 1.0
Gas	82.1	68.8	+19.3	416.6	406.7	+ 2.4
KITCHEN CLEAN UP — TOTAL	**666.2**	**657.2**	**+ 1.4**	**3,377.2**	**3,615.3**	**− 6.6**
Disposers	323.6	347.4	− 6.9	1,708.1	1,880.8	− 9.2
Dishwashers — Total	325.5	293.9	+10.8	1,572.6	1,641.9	− 4.2
Built-In	304.9	276.9	+10.1	1,465.7	1,540.5	− 4.9
Portable	20.6	17.0	+21.2	106.9	101.4	+ 5.4
Compactors	17.1	15.9	+ 7.5	96.4	92.6	+ 4.1
FOOD PRESERVATION — TOTAL	**727.7**	**694.7**	**+ 4.8**	**3,066.4**	**3,050.0**	**+ 0.5**
Refrigerators	616.0	588.9	+ 4.6	2,584.8	2,575.8	+ 0.3
Freezers — Total	111.6	105.8	+ 5.5	481.6	474.2	+ 1.6
Chest	61.2	62.0	− 1.3	258.5	264.6	− 2.3
Upright	50.4	43.7	+15.3	223.1	209.6	+ 6.4
HOME COMFORT — TOTAL	**759.2**	**773.9**	**− 1.9**	**2,975.5**	**2,596.7**	**+14.6**
Room Air Conditioners	647.1	654.7	− 1.2	2,546.4	2,174.1	+17.1
Dehumidifiers	112.2	119.2	− 5.9	429.1	422.6	+ 1.5

*Domestic plus export shipments: includes both U.S. produced and imported products.

**Numbers do not add because of overlapping product categories.

***Includes microwave ovens and combination microwave ovens/ranges.

Source: AHAM (Assn. of Home Appliance Manufacturers).

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September 1988
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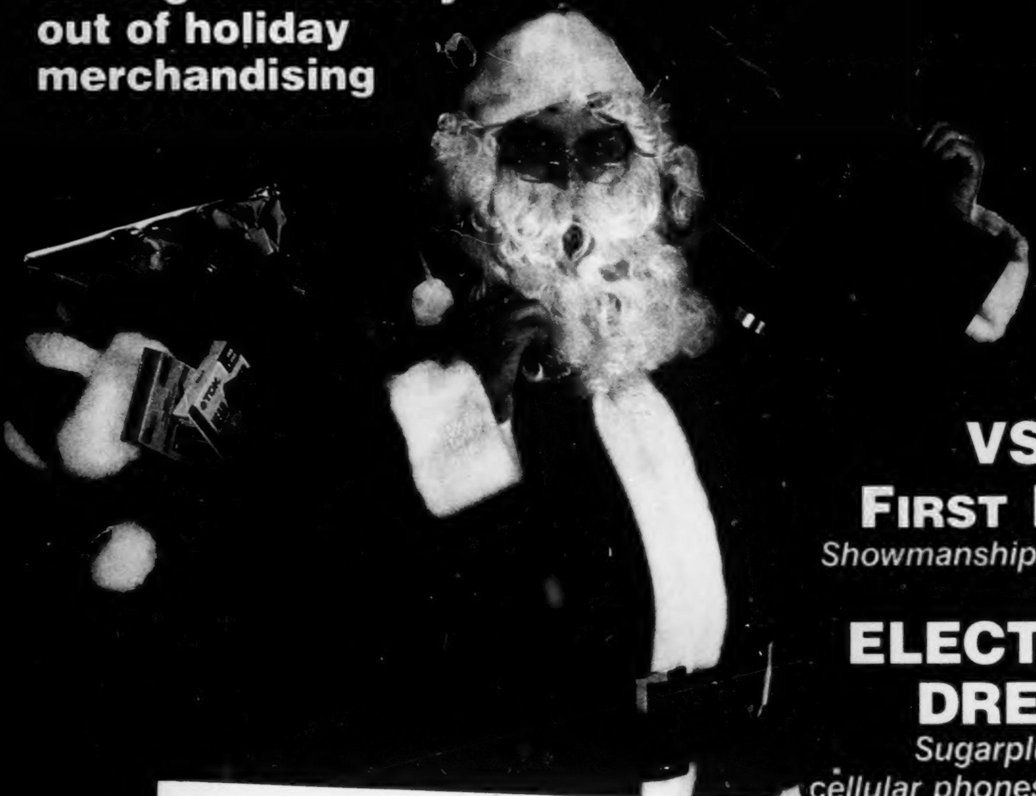
The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

Christmas Wishbook

Taking the anxiety out of holiday merchandising



VSDA FIRST REPORT

Showmanship and Strategies

ELECTRONIC DREAMS

Sugarplums? No, cellular phones and car stereo

APPLIANCES

Smoother sailing for cooktop suppliers

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BPA

PERISCOPE

A Bright Outlook

THE pattern has become almost tediously familiar. On the day after Thanksgiving, the nation's retailers hang the plastic mistletoe, run elaborate holiday sales ads, and beat the promotional drum with all the hoopla of P.T. Barnum in the center ring.

This year promises to be no exception, as retailers understand there is no chance of staying competitive when promotional programs are arthritic. To help you plan your holiday sales campaign, we've spelled out the details on a collection of high-demand products in our annual Christmas Wishbook (page 16) They are a mix of audio and video, home office, telecom and mobile electronics. They combine the simple and the startling, the inexpensive and the costly. But they have one thing in common: properly sold, each helps the dealer to be more profitable, which, in turn, benefits the industry as a whole, for it is the retailer who will lead the profit recovery. Suppliers will lag, but not too far behind, and with luck and no surprises in the value of the Japanese yen versus the dollar, the industry should be on a solid growth track into the 1990s.

Effective Advertising

THE economic signposts point toward a continued business advance. A review of current industry sales statistics shows that on balance, more are rising than are declining. This suggests that business will sail along nicely into the holiday selling season.

So what is the problem, Mr. Retailer? Why aren't you selling more?

Could it be that selling is the problem? That we are not out there selling? Do consumers know what we have to offer in our stores besides attractive prices? In spite of our great mousetraps, are people (with apologies to Ralph Waldo Emerson) still not beating a path to our door?

Perhaps it is time to beat a path to the consumer's door, through effective advertising focused on product features and benefits and store services.

With the road to higher profits being smoothed by high-tech products and burgeoning new product categories, there is no reason not to.

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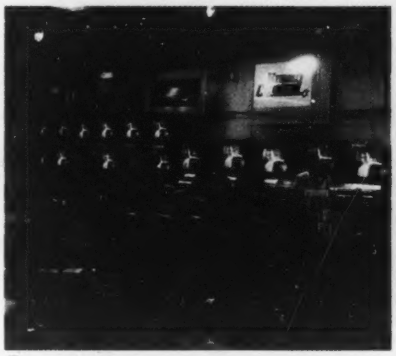

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RETAILING

Computer Learning Month Broadens PC Awareness

DEALERS have a great opportunity to cash in on Computer Learning Month, the second annual month-long public service/public education campaign that promotes computer literacy. Marketing plans for October's event include national advertising and public relations campaigns, contests, sweepstakes, and a computer-fair kit for retailers.

Children broaden their horizons during Computer Learning Month.

Sponsored by over 112 companies, publications, national organizations and state departments of education, its goal is to stimulate awareness of how computers can be used as learning tools at home, work and school. For more information, contact Computer Learning Month Retail Sponsor Program, P.O. Box 60967, Palo Alto, CA 94306-0967.

Verbatim Debuts Factory-Formatted Disks

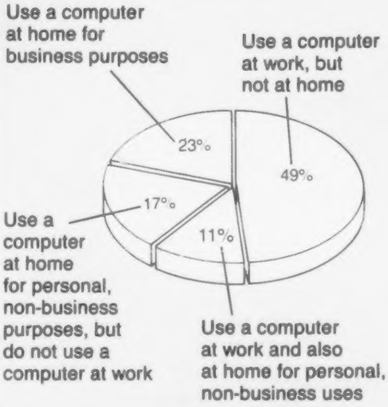
VERBATIM'S DataLife high-density disks now come factory-formatted for IBM PC-AT and compatibles (machines that use DOS 3.0 and above). "Formatting can take 15 to 30 minutes per box of disks," says Mark Welland, VP, marketing and sales, for Verbatim, a subsidiary of Eastman Kodak. "Factory-formatting recovers that unproductive time."

Not only is the product improvement a benefit for disk users, Welland adds, but it makes sense for Verbatim as well. "Because of the popularity of high-powered machines like the PC-AT, we expect the market for high-density disks to grow at a much faster rate than what might be expected for regular 5 ¼-inch disks," he says.

Growth of Home/Office

ACCORDING to a Fuji survey entitled *Fuji Redefines the Home Computer Market*, penetration of the personal computer into the corporate environment has seeded the growth of the home/office and home computing markets. Seventy-two percent of home/office workers also use a computer for work outside the home, suggesting a direct relationship between home and business usage.

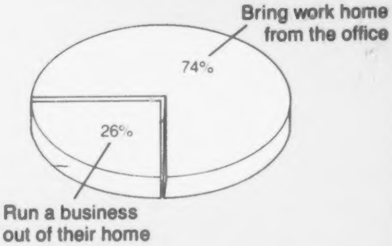
The personal computer user



People who work at home using a computer—23 percent of the personal computer market—make up the fastest growing segment in the industry today.

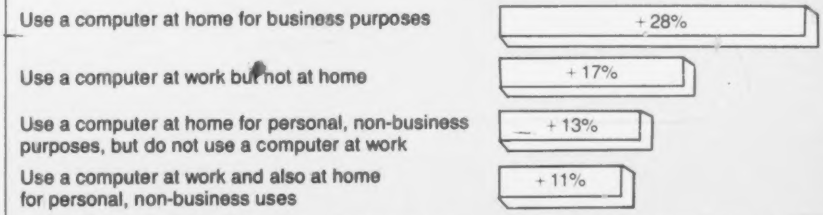
"The home market is undergoing dramatic changes, many of which are the direct result of a rapid growth in corporate computing over the past few years," said Steve Solomon, general manger of Fuji's Computer Media Division. "People who buy computers and computing supplies for their home have generally used a computer before in business. Corporate usage thus has seeded the growth of the home/office market. Having become comfortable with using a computer at work, people are willing to invest in home computing equipment in order to extend their workday or start a part- or full-time business."

The home office is making it easier to work longer hours



People use computers to extend their workdays from their homes.

Percentage growth of each segment in 1987



Use of a computer at home for business purposes increased dramatically in 1987.

SHOW IN PRINT

GE Rechargeable Batteries-The New Look

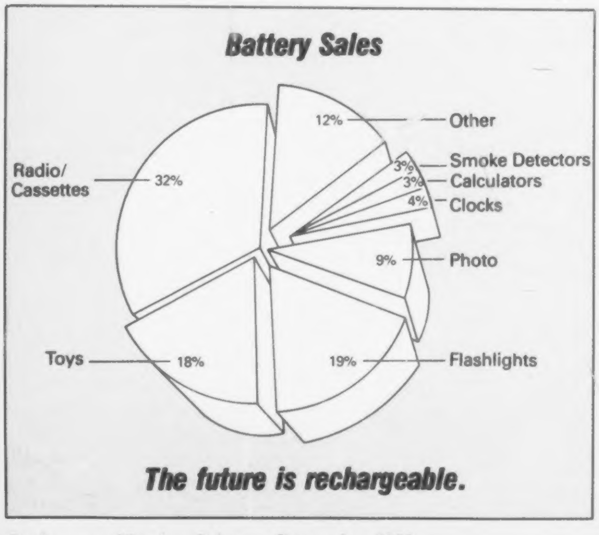
PRIME your sales power for the new look of GE's Rechargeable line of batteries and chargers.

People are taking a new look at GE Rechargeable Batteries to bring life to their radios, portable TVs, and more. With over 900 million battery-operated products, the market for rechargeable batteries is growing at better than twice the rate of the total battery market.

And GE Rechargeables can help you take advantage of this tremendous growth.

> ***The market for rechargeable batteries is growing at better than twice the rate of the total battery market.***

It all starts with our new attention-grabbing packaging. It's a whole new look with an eye-catching design and captivating consumer appeal for major selling opportunities.



The future is rechargeable.

GE's Rechargeable line has all-new point-of-sale material.

This new look was researched and tested in stores on display against competition. The new GE package says power, energy and quality—quickly and graphically.

GE's Rechargeable line has all-new point-of-sale material that's nearly impossible to miss. It includes easel cards, posters, header cards, and new counter-top and floor spinners that incorporate the new graphics and design.

But GE support doesn't stop there. To help drive customers to your store, high-dollar in-ad refund offers will appear constantly throughout the year. And sparkling prime-time TV advertising and major full-color print ads will command the attention of consumers.

Plus GE will offer special promotional packages throughout the year and provide you with retail ad slicks that can be used at peak battery-buying seasons.

> ***The new GE package says power, energy and quality—quickly and graphically.***

From the AA Four-Pack, the AA Two-Pack, and the AAA Two-Pack to the C Two-Pack, the D Two-Pack, and the 9-Volt Single Pack, GE has every size your customers will need. Plus GE offers unique Four- and Eight-Position Battery Chargers for the medium-to-heavy battery users.

PEOPLE ON THE MOVE

Janice Baio named consumer electronics category manager at *Time Magazine*.

Bang & Olufsen appoints **Mark DaSilva** general manager, marketing services.

DaSilva

Sopp

Okidata appoints **William Sopp** director, non-impact printers.

Kim Yost named executive director, creative services, at New World Video.

Pioneer names **Brian Foster** zone VP, car electronics division.

Joel Shusterman appointed VP, marketing, Commodore Business Machines.

VSDA appoints **James J. Donio** director, creative services, and promotes **Raymond Gianchetti** to director, public relations and special projects.

Audio-Technica names **Eric A. Hruza** product manager, consumer products.

Andrew M. Kairey appointed VP, advertising and promotion, MCA Home Video.

Mechanick

Katz

Cobra Electronics Group/Dynascan Corp. names **Martin Mechanick** VP, sales, and **Howard Katz**, VP, operations.

Clifford Electronics names **Richard Rukavina** VP, sales.

Rukavina

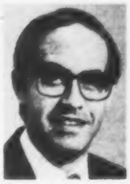
Aliber

BASF Corp. Information Systems appoints **Joanne Aliber** video product manager.

Bill Burton, executive VP of Wax Works/Video Works, elected to NAVD board of directors.

NASD elect officers: **Kent Crawford**, Kenco Services (Hialeah Gardens, FL), president; **David Borsani**, Complete Appliance (Cleveland, OH), first VP; **Gerry McCann**, McCann Electronics (Metairie, LA), second VP; and **Mary Halldorson**, Halldorson (Chico, CA), secretary/treasurer.

Sharp names **Sherman Langer** national sales manager and **Douglas Coup** product manager of Optonica Products Department.


Langer

Coup

Sears Merchandise Group appoints **William F. Lenahan**, VP/general manager, Sears Business Systems Centers.

Mark S. Beaumont named VP, marketing and product development, for consumer products division of Data East.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
June 1988 vs. June 1987
(In Units)

	June 1988	June 1987	Percent Change	Year-to-date 1988	Year-to-date 1987	Percent Change
TELEVISION						
Color	1,737,079	1,733,236	+ 0.2	8,766,843	8,768,844	– 0.0
Monochrome	246,473	236,415	+ 4.3	1,247,427	1,415,623	–11.9
TOTAL TV*	**1,983,552**	**1,969,651**	**+ 0.7**	**10,014,270**	**10,184,467**	**– 1.7**
Projection TV	19,347	18,316	+ 5.6	115,537	115,030	+ 0.4
Home VCR	939,066	1,019,954	– 7.9	5,096,418	5,690,707	–10.4
Camcorders**	181,343	133,532	+35.8	751,799	583,229	+28.9

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television

**Included in Home VCR

Source: Electronic Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Ray S. Arnold joins Rangaire Corp. as national sales manager.

U-Line Corp. names VP and chief engineer **Buzz Reed** to board of directors.

Mark S. Plum named VP, sales and marketing, at Fedders.

Arnold

Bergfield

J. Hoyle Rymer resigns as president of Magic Chef; **C. Wayne Creagan** named to succeed him.

Whirlpool Corp. changes: **Jim Doan** appointed president, Whirlpool do Brasil; **Barbara Bergfield** named director, marketing research, Whirlpool Appliance Group.

Friedrich names **Harvey Derfeld** regional manager for St. Louis area and other markets.

Hitachi appoints **Thomas Huck** western regional sales manager of the appliance division.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
June, 1988

	June			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	**4,639.0**	**4,987.6**	**− 7.0**	**24,615.8**	**25,318.5**	**− 2.8**
COOKING — TOTAL	**1,209.9**	**1,483.5**	**−18.4**	**7,334.3**	**8,323.8**	**−11.9**
Electric Ranges — Total	259.8	289.1	−10.1	1,489.0	1,633.9	− 8.9
Free Standing	209.6	229.1	− 8.5	1,193.5	1,312.5	− 9.1
Built-In	50.2	60.0	−16.3	295.5	321.4	− 8.1
Gas Ranges — Total	176.3	183.2	− 3.8	1,001.3	1,018.4	− 1.7
Free Standing	165.9	173.1	− 4.2	939.3	959.0	− 2.1
Built-In	10.4	10.2	+ 2.0	62.0	59.4	+ 4.4
Microwave Ovens/Ranges***	789.2	1,026.7	−23.1	4,933.0	5,754.8	−14.3
HOME LAUNDRY — TOTAL	**928.6**	**1,028.2**	**− 9.7**	**5,301.2**	**5,256.9**	**+ 0.8**
Automatic Washers	546.1	602.1	− 9.3	3,070.8	2,978.7	+ 3.1
Dryers — Total	382.5	426.1	−10.2	2,230.4	2,278.2	− 2.1
Electric	300.8	330.8	− 9.1	1,732.1	1,776.2	− 2.5
Gas	81.7	95.3	−14.3	498.3	502.0	− 0.7
KITCHEN CLEAN UP — TOTAL	**686.2**	**745.5**	**− 8.0**	**4,063.4**	**4,360.7**	**− 6.8**
Disposers	335.7	357.0	− 6.0	2,043.8	2,237.8	− 8.7
Dishwashers — Total	329.6	369.2	−10.7	1,902.2	2,011.1	− 5.4
Built-In	311.5	347.3	−10.3	1,777.2	1,887.8	− 5.9
Portable	18.1	21.9	−17.4	125.0	123.3	+ 1.4
Compactors	21.0	19.2	+ 9.4	117.4	111.9	+ 4.9
FOOD PRESERVATION — TOTAL	**879.8**	**956.6**	**− 8.0**	**3,946.2**	**4,006.6**	**− 1.5**
Refrigerators	753.4	820.7	− 8.2	3,338.2	3,396.5	− 1.7
Freezers — Total	126.4	136.0	− 7.1	608.0	610.1	− 0.3
Chest	68.1	77.4	−12.0	326.6	341.9	− 4.5
Upright	58.3	58.6	− 0.5	281.4	268.2	+ 4.9
HOME COMFORT — TOTAL	**934.5**	**773.8**	**+20.8**	**3,970.7**	**3,370.5**	**+17.8**
Room Air Conditioners	834.9	655.7	+27.3	3,442.0	2,829.8	+21.6
Dehumidifiers	99.6	118.1	−15.7	528.7	540.7	− 2.2

*Domestic plus export shipments: includes both U.S. produced and imported products.

**Numbers do not add because of overlapping product categories.

***Includes microwave ovens and combination microwave ovens/ranges.

Source: AHAM (Assn. of Home Appliance Manufacturers).

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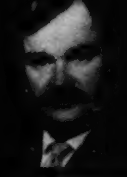
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mpic-sized challenges
manufacturer's reps

How Swallens upgrades tape merchandising

Appliances: Pushing the sleek, built-in look

Staples' department store strategy

The mystery of S-VHS sales

PERISCOPE

Viva Las Vegas

THE Consumer Electronics Show generally has fewer upheavals than other aspects of the business. It is made up of so many exhibitors and so many different product categories within the larger entity that it takes longer to effect substantial change.

Which is why I'm happy to report that after several less-than-spectacular shows early indications point to a new, improved and overall terrific Winter CES '89.

For one thing, we will know exactly how many retailers attend: on-site verification will debut in Las Vegas. We welcome this improvement, in as much as it was no secret that attendance figures available to show management in the past were little more than estimates and sometimes did not reflect real life on this planet.

Anyone who looks at a list of show exhibit possibilities also has to come down on the side of the optimists.

For the first time in two years, video will resume its role as the spearhead for the development of advanced consumer electronics technology. Some for instances: Sony is expected to demonstrate the first camcorder that is lighter than 1 kilogram (under 2.2 pounds), the CCD-V88, with the company's miniaturized FL drive mechanism incorporating a 1.05-inch diameter head drum. And Matsushita Electric's U.S. marketing arms can be expected to show its portable S-VHSC VCR/LCD TV with optional 2-ounce camera connected to the system that can be worn as a headband (Samurai Video, anyone?). This competitor to Sony's Video Walkman measures just 9.4-inches wide by 5.9-inches high by 3.9-inches deep and weighs 3.3 pounds.

Formal introduction of the EIA home automation standard also will take place at CES with at least a dozen manufacturers participating. The HPL communications standard demonstration will include interactive control of security, TV, video, audio, cellular phones, personal computers and home comfort (thermostat) products.

Although dazzling in their engineering virtuosity, the high-tech displays at CES will be only part of the attraction of the upcoming show. As a participant in the Workshop Advisory Group I am honor-bound not to reveal details prematurely, but I can assure the reader that the workshops and panel sessions will be at once more entertaining and more informative than in the past.

Make your air transportation and hotel reservations early.

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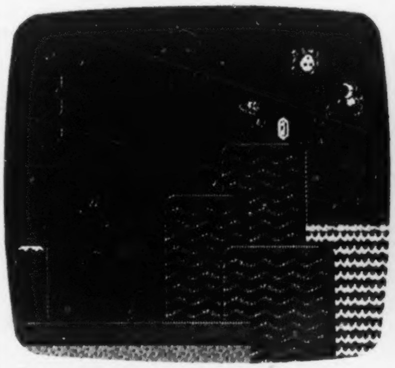

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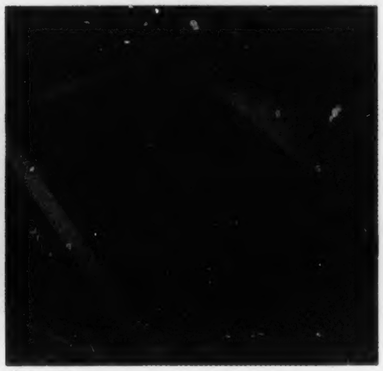

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RETAILING

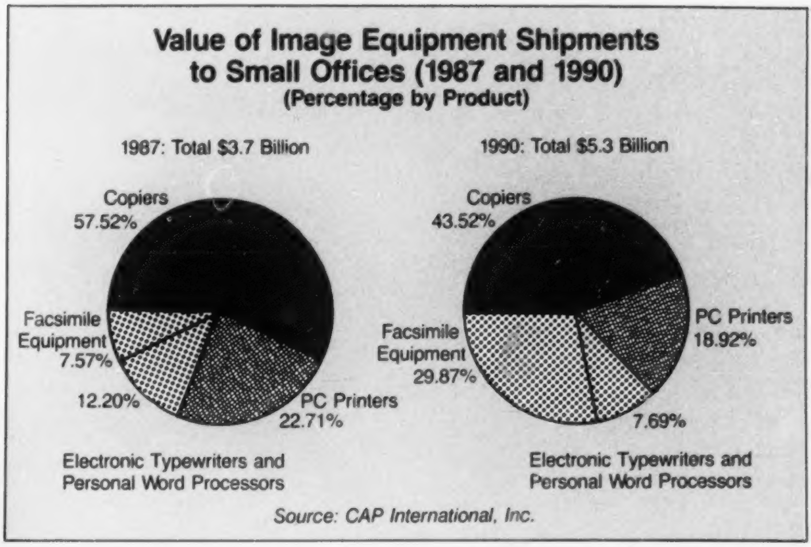
USA Today News by Fax

US Fax revolutionizes news delivery with fax delivery of *USA Today* Decisionline news summaries.

Published by Gannett New Media, Decisionline summaries are available by 9 a.m. each weekday with a choice of 18 categories, from general news to specialized business areas. Each report consists of 12 to 15 items.

COMPUTERS to the RESCUE
COMPUTERS to the rescue
COMPUTERS to the rescue
NEC

Chosen from more than 1,350 entries from 29 countries, the educational videotape **Computers to the Rescue: An Easy Introduction to Personal Computing,** ***received a Silver Screen Award from the United States Festivals Association. The videotape, designed for first-time personal computer users, is a joint venture between Fuji Photo Film's Computer Media Division and NEC Information Systems.***



Source: CAP International, Inc.

Image Products Projected to Top $5.3 Billion

THE growth of small businesses and home offices is fueling sales gains in almost every office equipment product category, says research from CAP International.

The Norwell, MA-based market research firm says annual sales of image products (copiers, printers, electronic typewriters, personal word processors, and facsimile machines) to smaller offices will be increasing by about 13 percent annually, from $3.7 billion in 1987 to $5.3 billion in 1990.

Other product categories will also benefit from the growth of small offices, says Raymond Boggs, director of CAP's small business and home/office research. "Personal computers, telephone equipment and telephone services—all are vital to any small office and will account for the lion's share of small business and home/office spending."

Copier sales, although growing by just 2.9 percent annually, will continue to dominate image equipment spending. CAP found high copier penetration among small businesses, with lower ownership levels among home offices. However, both groups are potential buyers because many current owners are interested in obtaining additional machines.

Shipments of PC printers to the small business and home/office market will grow by 6.3 percent annually through 1990. The widespread use of PCs in small offices has been crucial to continued growth in printer sales.

The value of electronic typewriter and personal word processor shipments will decline by 3.2 percent annually through 1990. The decline in electronic typewriter sales will actually be greater (down by 10.9 percent), but will be moderated by the 26.7 percent annual growth of word processors.

The value of facsimile equipment shipments to the small business and home/office market will grow by 78.4 percent annually, the greatest increase of any office product. With over $280 million in 1987 revenue, the value of facsimile hardware obtained by smaller firms will approach $1.6 billion in 1990.

Sharp Copiers Score

ACCORDING to a report by Buyers Laboratory, an independent testing firm, the Sharp SF-9750's "combination of features, copy quality, performance and moderate price provides unbeatable value when compared to similar machines we tested." It offered "exemplary copy quality" and users noted that it was "a superb machine."

In another survey, two of Sharp's copiers achieved high honors from *Hanson's Guidelines*. The SF-9750 won the Gold Medal Decree and was named "recommended best buy" in the 51-60 cpm speed class. The SF-7750 won the Gold Medal Decree for the second consecutive time with its first-place showing in the 13-17 cpm speed class.

PEOPLE ON THE MOVE

Gerald Sobczak promoted to senior VP, administration and operations, Orion Home Video.

Sobczak

Brannan

Roger Brannan joins Northwestern Bell as VP, sales and marketing.

Changes at Brother: **Robert H. Reigrod** named new head of consumer products division; **Dean F. Shulman** named VP, marketing, consumer products division; and **Robert Shiff** named director of marketing, OEM division.

Nic Merks named general manager, component audio division, at Bose.

Royal Consumer Business Products names **Gary Schwartz** general manager.

Changes at Sanyo Fisher: **Bradley N. Yeager** named autosound specialist; **Ronald N. May** named product development manager; and **Chuck Davis** promoted to manager of Corporate Communications and Merchandising.

Robert D. Schindler appointed national sales and marketing manager, Video Systems Group, for Toshiba America's Consumer Products Business Sector.

Soundesign names **Ben Levy** director, R-T-A Furniture Division.

Jerry M. Henschel appointed sales manager, Western Region Home Office Group, at Panasonic.

Ted Taft joins The Learning Company as VP, marketing.

At West Coast Video: **Judi Fishman** appointed director, operations, midwest region; **Mary Lou Sledz** appointed regional manager, Chicago stores.

Kim Goryance named director, marketing, at Antenna Specialists Co.

Goryance

Iwata

Ricoh appoints **Tamotsu Iwata** president, office products division.

Thomson Consumer Electronics names **Terry R. Boyer** manager, video tape and accessories sales and marketing, distributor and special products division.

Takehiko Kataoka named president of Hitachi Sales Corp. of America and Hitachi Sales Corp. of Hawaii.

Citizen appoints **Pat Barnett** manager, video products division.

Samsung America names **Richard Leister** marketing communications manager.

Macrovision names **Eugene Eidenberg** CEO, **Kenneth W. Jonker** VP and CFO.

Donald F. Johnstone appointed managing director of N.V.Philips International's Consumer Electronics Division.

Data East appoints **Connie Freeman** marketing manager, consumer products division, and **Mark S. Beaumont** VP, marketing and product development, consumer products division.

Pete Buckles named president, Swisstel.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
July 1988 vs. July 1987
(In Units)

	July 1988	July 1987	Percent Change	Year-to-date 1988	Year-to-date 1987	Percent Change
TELEVISION						
Color	1,446,698	1,243,311	+16.4	10,213,541	10,012,155	+ 2.0
Monochrome	135,961	245,792	−44.7	1,383,388	1,661,415	−16.7
TOTAL TV*	**1,582,659**	**1,489,103**	**+ 6.3**	**11,596,929**	**11,673,570**	**− 0.7**
Projection TV	19,076	16,822	+13.4	134,613	131,852	+ 2.1
Home VCR	878,728	916,228	− 4.1	5,975,146	6,606,935	− 9.6
Camcorders**	180,679	116,394	+55.2	932,478	699,623	+33.3

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television

**Included in Home VCR

Source: Electronic Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Amana Refrigeration names **Fred W. Streicher** VP, advertising and public relations.

Gerald J. Kamman named president, Maytag Corp.'s Diversified Products Division.

Fred Turner named director, marketing and sales, Roper brand appliances.

Kamman

Turner

Liguori

Taylor

Robert F. Liguori appointed executive VP and general manager of Miele Appliances.

Whirlpool Corp. appoints **James E. LeBlanc** chairman of the board, president and CEO, Whirlpool Acceptance Corp., and **Timothy M. Taylor** group controller, Whirlpool Appliance Group.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS

July, 1988

	July			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	**3,986.5**	**4,138.9**	**– 3.7**	**28,602.4**	**29,471.0**	**– 2.9**
COOKING — TOTAL	**1,146.7**	**1,308.7**	**–12.4**	**8,481.0**	**9,633.2**	**–12.0**
Electric Ranges — Total	252.5	286.0	–11.7	1,741.6	1,920.5	– 9.3
Free Standing	206.1	233.0	–11.5	1,399.7	1,546.2	– 9.5
Built-In	46.4	52.9	–12.3	341.9	374.3	– 8.7
Gas Ranges — Total	162.3	163.6	– 0.8	1,163.6	1,181.9	– 1.5
Free Standing	153.0	154.8	– 1.2	1,092.4	1,113.7	– 1.9
Built-In	9.3	8.8	+ 5.7	71.3	68.2	+ 4.5
Microwave Ovens/Ranges***	746.2	875.3	–14.7	5,679.2	6,630.1	–14.3
HOME LAUNDRY — TOTAL	**787.9**	**846.9**	**– 7.0**	**6,089.2**	**6,103.8**	**– 0.2**
Automatic Washers	459.7	484.0	– 5.0	3,530.5	3,462.7	+ 2.0
Dryers — Total	328.3	362.9	– 9.5	2,558.7	2,641.1	– 3.1
Electric	254.4	281.1	– 9.5	1,986.5	2,057.3	– 3.4
Gas	73.8	81.8	– 9.8	572.2	583.8	– 2.0
KITCHEN CLEAN UP — TOTAL	**675.1**	**681.7**	**– 1.0**	**4,738.5**	**5,042.2**	**– 6.0**
Disposers	345.2	343.5	+ 0.5	2,389.0	2,581.3	– 7.4
Dishwashers — Total	312.2	321.6	– 2.9	2,214.4	2,332.4	– 5.1
Built-In	296.4	305.8	– 3.1	2,073.6	2,193.6	– 5.5
Portable	15.8	15.7	+ 0.6	140.8	138.8	+ 1.4
Compactors	17.7	16.7	+ 6.0	135.1	128.5	+ 5.1
FOOD PRESERVATION — TOTAL	**934.0**	**869.1**	**+ 7.5**	**4,880.2**	**4,879.9**	**0.0**
Refrigerators	778.4	731.8	+ 6.4	4,116.6	4,132.3	– 0.4
Freezers — Total	155.6	137.2	+13.4	763.6	747.6	+ 2.1
Chest	85.3	73.7	+15.7	411.9	415.6	– 0.9
Upright	70.3	63.6	+10.5	351.7	332.0	+ 5.9
HOME COMFORT — TOTAL	**442.8**	**432.5**	**+ 2.4**	**4,413.6**	**3,811.9**	**+15.8**
Room Air Conditioners	405.3	350.5	+15.6	3,847.3	3,189.2	+20.6
Dehumidifiers	37.6	82.0	–54.1	566.2	622.7	– 9.1

*Domestic plus export shipments: includes both U.S. produced and imported products.

**Numbers do not add because of overlapping product categories.

***Includes microwave ovens and combination microwave ovens/ranges.

Source: AHAM (Assn. of Home Appliance Manufacturers).